PROCEEDINGS OF
ACADEMICS WORLD
52nd INTERNATIONAL CONFERENCE
LOS ANGELES, USA

ISBN- 978-93-86291-30-1

Organized by

Date of Event:
21st-22nd November 2016

Event Co-Sponsored by

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EDITORIAL

It is my proud privilege to welcome you all to the Academies World International Conference at Los Angeles, USA. 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 Academies World, Institute of Research and Journals & The IIER for organizing this event in Los Angeles, USA. 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
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VITAL FACTORS THAT AFFECTED THE SUCCESS OF TOTAL QUALITY MANAGEMENT

CHONALADA CHONGAMRICHANON
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Abstract: Total quality management often lead to the success of the company. The aims of this study were to investigate the factors influencing the success of total quality management, modeling for small companies, and to create a suitable total quality management model for small companies. This research utilized a qualitative method by using an in-depth interviews and focus group. The respondents were 5 managers from famous small business companies, 5 academic and scholars in the area of total quality management, 5 customers who had been affected by the success of total quality management. Seven factors were used in the measurement, which included [i] leadership, [ii] training, [iii] communication, [iv] attitude, [v] incentives, [vi] motivation, and [vii] information systems. The demographic findings revealed that the majority of respondents were either undergraduate degree. The findings on the significant factors for modeling the total quality management for small companies explained that the successful private organizations required leaders who possess these seven vital factors.

Keywords: Total quality management, Factors, Success

I. INTRODUCTION

The world is always changing and affects every economy and every business theory or less. Globalization has tremendous effects on how people do business and has shaped management in the 21st Century, so that there is higher competition in borderless environment. Advancement in information and communication technology has motivated every activity around the world. Achieving higher competitiveness becomes the main goal of most organizations, both public and private. Management Excellence is a modern way that establishes an organization for survival and achieve growth. Management Excellence has been recognized by many public organizations which have adopted this framework as their strategic guidelines. During the early 1990s, the United States of America was among the first country which started reorganizing bureaucracy and became the leader of this global shift and the model for many countries including Thailand. These public organizations have been stimulated in modernizing this management styles and recognizing the significance of bureaucratic reformation of organizational structure, behavior and operational process for a changing global context.

II. REVIEW OF LITERATURE

In order to stimulate a quality development of the Thai governmental operations for public services, the Office of the Public Sector Development Commission (OPSDC) has exercised and evaluated governmental offices. The practice is to ensure a reduced number of stops and time spent in the operation. Rewarding program has also been advanced by the CPFG in order to improve governmental offices with quality public service provision. This helps encourage staff and organizations to continue the improvement of their services. Furthermore, this reformation contributes to increasing the capabilities of governmental services as well as raising the public faith towards governmental bureaus. In this regard, essential guidelines based on the Planning Strategies of Thai Public Sector Development (2003-2007) were established to be utilized in improving public service quality, reforming the process and operations of governmental offices for enhancing operational capacity and were used to meet the international level, on a good governance basis. The prominent characteristics of the public administration and management quality criteria encompass the following three items: 1) goal-oriented, 2) flexible and adaptable for all governmental organizations' missions, and 3) linking and corresponding to other items within the criteria. Implementing these criteria can lead to an integrated outcome, which will ultimately become beneficial to the communication flow of the organization, whereas it enforces flexibility innovation and decentralization of empowerment of organizations.

III. METHODOLOGY

The objectives of this research were to examine the factors for total quality management modeling for a sub-district municipality, and to offer a suitable total quality management model for the sub-district.
IV. FINDINGS

The demographic findings of this research paper reported that male respondents were the majority; they had an average age between 41- 50 years old, working experience over 20 years, and master degree as the highest level of education. Based on the seven factors, the findings reported that good leaders should be decisive, determined, idealistic, goal-oriented, challenging, patient, loyal to team, knowledgeable, and take initiative. However, leaders require justice and integrity in management. The findings of leadership factors were presented in Table 1.

Table 1: Leadership Factors for Total Quality Management Modeling

<table>
<thead>
<tr>
<th>Factors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Behaviors of leader organizational development</td>
<td>11</td>
<td>100</td>
</tr>
<tr>
<td>2. Change making patent</td>
<td>10</td>
<td>91</td>
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<tr>
<td>3. Leadership style</td>
<td>10</td>
<td>91</td>
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<tr>
<td>4. Knowledgeable mentor</td>
<td>10</td>
<td>91</td>
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<tr>
<td>5. Justice-oriented, trusting</td>
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<td>6. Leadership style</td>
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<td>7. Change making patent</td>
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</tbody>
</table>

The training factors presented the significance of trainings as motivators for staff in future development of the organization. Possible training styles can be through seminars led by special experts and workshops held at least once a month. These findings were presented in Table 2.

Table 2: Training Factors for Total Quality Management Modeling

<table>
<thead>
<tr>
<th>Factors</th>
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<tr>
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The findings of the communication factors were reported in Table 4. The significance of the communication factors could be summarized in that communication was mainly important for organization and service provision, for example for daily operations, as driving tasks to achieve objectives, to meet the aim of service provisions, to retrieve public needs, and finally to drive organizations to success. Information and communication technology was reported vital for organizational productivity. However, ambiguous documents and communication made work reported as the obstacles.
TABLE 1: Communications Skills for Team Quality Management Model

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<th>Communication</th>
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TABLE 2: Communication Skills for Team Quality Management Model

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DISCUSSION

The fact that good leaders should be decisive, determined, goal-oriented, knowledgeable, and have initiative was emphasized in a study by [11] that concluded good leaders must be consistent with the purpose of product and service improvements. Training provided by staff were found necessary in shaping the staff's behavior in terms of learning in sharing their tasks and leading to their organization. These findings agreed with a statement by [12].

Communication in public organizations was important for all tasks within an organization and in providing public services, yet the findings revealed some obstacles, for example, ambiguous documents and communication red tape, which may be considered factors to cause failure by miscommunication and misinterpretation due to individual differences [4,5].

Teamwork presented its importance in driving the organization's success through team members' emotional engagement and participation. This was in harmony with a study of [13] and [14], which stated that the level of teamwork participation determined the level of participation. The findings also agreed with a study of [15], which stated that the facts of information perceived, time spent in perceiving the information, and team members' understanding and communication responsibilities provided a positive effect on team members' level of participation.

FUTURE STUDIES

One of the limitations of this research paper came from the use of only qualitative research technique. Since there was a clear population of government officials, many techniques could be utilized to obtain a sample for quantitative research technique.

Therefore, in order to get more specific results, the future research should survey a variety of government officials based on their provinces of residence to obtain representative opinions from a variety of provinces in Thailand.

ACKNOWLEDGMENTS

The author would like to thank the Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support.

REFERENCES


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The Textbook Printed to honor the 84th Anniversary of the King