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International Conference and Global Forum

**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

9-10
NOV

Official Partner: Lintas Cakra Pusaka (Scholarvein)



**International Conference and
Global Forum on
Multidisciplinary Research for
Sustainability
(MRS 2017)**

November 9-10, 2017

Seoul, South Korea



Proceeding Book
of
International Conference and Global Forum on
Multidisciplinary Research for Sustainability
(MRS - 2017)

*“Enhancing innovation and value creation sustainability
through academic research”*

ISBN:

978-602-50035-2-3

Chief of Editor:

Dr. Hendrati Dwi Mulyaningsih

Cover and layout:

Gina Noviana Yuniar

Publisher:

PT. Lintas Cakra Pusaka

Office Address:

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First publication, November 2017

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

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Track: Social Science and Humanities

Resolutions of the Unrest Problems in Southern Provinces: the People's Perspective

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Abstract

This study aimed to survey people's attitudes towards the unrest problems in southern provinces. The researcher utilized mixed method as research methodology and used the survey as a lead to conduct a quantitative research and then utilized in-depth interviews to expand knowledge through qualitative findings and formed a theoretical model in term of inductive characteristics. The population in this research was people who lived in the 3 southern provinces, including Narathiwat, Pattani, Yala and 4 districts of Songkhla. The findings concluded that; Most of the sampling group of 2,500 people who lived in 3 provinces and 4 districts of Songkhla province were mostly female, aged between 25-33 years old, the majority were Muslims, level of education were high School or Sanawi (8-10), mainly domiciled in Narathiwat, married status, most of them were agriculturists, had monthly income of 3,000-6,000 Baht, and family income per year was 50,001 baht and above, and had their own lands and houses. The attitudes of the people towards the unrest problems in southern provinces were classified by assigned group found that the people had overall attitudes of "agree with". As considering to each 7 assigned groups, it revealed that every group had "agree with" attitudes. The first priority was the education, religion, and cultural group followed respectively by the conflict resolution through peaceful approach group, the establishment of understanding of domestic and international tasks and human rights group, the security of life and property group, the development of potential area and people's quality of life group, the increasing of public efficiency and policy-driven group, the justice administration and the healing and restoration of the damaged and affected by unrest problems group.

Keywords: Unrest Problems, Southern Provinces

I. Introduction

From the past to the present, the government of Thailand has attempted to find a way and approach so as to solving the problem in the southern border provinces all along since 2004 onwards. Efforts have been made to decrease the use of violent means, which could, however, be reduced to a certain level only. Violence continues to erupt again and again and has occurred up until now, which is the protracted conflict. The government has given priority to solve the problem by setting the national agenda and developing, revising the policy /operational guidelines and mechanisms for management to reflect on the situation, environment in the area as well as the environment in the region and the world where the matters of human rights and combat against terrorism are the mainstream. This has received attention in the world stage at all levels. There are also lessons of conflicts in other regions, more importantly, the expectations and the needs of local people. The security and social dimensions, including cultural coexistence in a multicultural society and the unified management are taken into consideration.

Currently, action to solve the problem of southern border provinces is under the management structure, which divides the push for solution to the problem into 3 levels, viz. the policy, conversion of the policy into practice and the unit's operating in the area with the Prime Minister as the top person responsible. The operations at all levels are based on the action plan 2015 - 2017 to solve the problem and develop the southernmost provinces, which integrates collaboration between the military, the police and civilians under supervision of *Administrative Committee* for Problems Solution in Southernmost Provinces (Khor. Por.Tor.).The driven operations are divided into 7 work groups. In addition, the *Coordination Center (Sor.Por.Por.5)*, the Internal Security Operations Command (ISOC) is the main unit in charge of the integrated operations to solve the problem of southernmost provinces according to the management structure of ISOC. The procedure for problem-solving is fixed as a framework for the operations and indicators of success by the periods of time. The process of problem -solving is divided into 3 stages, including: (1) controlling the situation and ending the problem, (2) proactive operations in parallel with the development, (3) strengthening peace and sustainable development.

Cooperation of the units /government organizations, especially the local people has resulted in better prospects of the situation and progress in solving the problem accordingly with readiness for transition to the final stage of problem-solving, i.e. the phase of strengthening peace and sustainable development. This is the transfer of responsibility areas and management mechanisms to the force in the area, the local force and normal mechanisms of the government sector further.

For operations under the action plan to solve the problem and develop the southernmost provinces, which is the model scheme for working of all units / government organizations involved, emphasis is put on the target groups covering people affected by unrest, disadvantaged people and the general public who have gathered into groups / organizations in various forms, including the group of terrorists, the united front of terrorists, group at risk of being induced to join the terrorists and organizations / institutions which support violence. The main practices are divided into 7 mission groups as follows.

1. Work group for security of life and property [The Ministry of Defense (MOD) is the head.]
2. Work group for justice administration and care for people affected [The Ministry of Justice (MOJ) is the head.]
3. Work group for building an understanding both at home and abroad / about human rights [The Ministry of Foreign Affairs (MFA) is the head.]
4. Work group for education, religion, art and culture [The Ministry of Education (MOE) is the head.]
5. Work group for the development of potential areas and quality of life of people [The Ministry of Interior (MOI) is the head.]
6. Work group for increasing the efficiency of the public sector and driving the policy [The Office of the National Security Council (NSC) is the head.]
7. Work group for seeking solution to the conflict by peaceful means (NSC is the head.)

Therefore, the Coordination Center 5, the Internal Security Operations Command (Sor.Por.Por. 5, ISOC) in cooperation with Suan Sunandha Rajabhat University undertook an evaluation project by surveying public attitudes about solving the problem of unrest in the southernmost provinces. The objective is to utilize information obtained from this operation for integration of the works of all sectors in the southern border provinces to be accurate, reliable academically further.

II. Literature Review

Attitude is the concept that is crucial in social psychology and communication with the widespread use. Many scholars provided definitions of the word: attitude as follows.

Nattapan Kaejaranan (2008: 17-18) defined Attitude, meaning the positive or negative inclination of an individual to respond to the target, person or event. Attitudes reflect the person's feelings toward various things associated and around, e.g. the self, family, work, colleagues and society, etc., which could be expressed by the person intentionally or not habitually. Thus, the nature of attitudes is the level of our psychological feelings toward various things, which can also be visible from the reaction, i.e. like or dislike. This is the psychological level of each individual toward various things.

Pongsan Sreesomsap and Piyanuch Ngoenklay (2007: 75) concluded the meaning and described attitude as follows. Attitudes mean the mental feelings of each individual, which result from learning experience, thoughts and beliefs of each individual. The levels of mental feelings of each individual toward any matter are different, ranging from like or dislike, experience contemplated to the level of putting into practice. So, a person's attitudes provoke the individual's ideas and behavior in any of the ways.

Attitude Factors

Attitude arises from several factors. Or, broadly speaking, a person's attitudes towards various things derive from culture. Attitudes can be learned by anyone from the environment throughout the life of a person. The first place with a role in cultivating attitudes is home or family, father- mother and home environment that much influence the attitudes of a person and affect the patterns of relationships with other people in the future as well (Teppanom Mueangman and Sawing Suwan, 1997: 8).

Attitudes derive from the three factors as follows (Schiffman & Kanuk, 2008 pp. 202-203, referred to in Thanapong Janchon, 2003: 45). 1) Cognitive Component or our information on anything, which arises from a blend of our direct experience toward the object and the data sources involved. 2) Affective Component is affective or emotional feelings on the whole toward anything. In other words, these are both positive and negative feelings of the consumers towards the objects or anything. 3) Behavior Component refers to the probability or a person's inclination to react in any manner to the object or anything as a result of the functions of Cognitive Component and Affective Component.

Action plan to solve the problem and develop the southernmost provinces 2015-2017

Driving the task to solve the problem of southernmost provinces is a joint mission of the National Council for Peace and Order (NCPO) and the government with Gen. Prayut Chan-o-cha as the head of NCPO and the Prime Minister under a framework for the direction of solving the problem of southernmost provinces. Three levels of the management mechanism structure are available by converting the policy into practice to systemize the

driven operations for solving the problem of southern border provinces accordingly as follows.

Preparing the action plan to solve the problem and develop the southern border provinces 2015 - 2017 (3 -year plan) to provide a framework for the driven operations to solve the problem of southernmost provinces in accordance with the direction of problem-solving of southern border provinces pursuant to the announcement of NCPO No. 98/2557. The essence of such action plan includes: (1) the purposes of the plan, (2) the urgency of major works, (3) target areas and target groups and (4) the identification of goals and strategies for operations according to the missions, totaling 7 mission groups.

1. The integrated budget plan on the driven task to solve the problem of southernmost provinces is made during preparation of the budget for the fiscal year annually. The essence of such budget plan includes: (1) the objectives of the plan, (2) scope of operations (target areas / target groups), (3) organizations responsible (host agencies / organizations concerned) and (4) the budget classified by target and key operational guidelines.
2. Preparation of the action plan to solve the problem and develop the southernmost provinces of the fiscal year under a framework for the 3-year action plan (2015-2017)

The main objective is to allow the ministries, departments and agencies involved in various aspects to adhere to as an operational framework in accordance with the 3-year action plan and the integrated budget plan under supervision, coordination, monitoring and evaluation of the 3-level structure of management mechanism aimed at achievement in line with the policy stipulated by NCPO and the government.

III. Research Methodology

This research is mixed method by using survey research as the core method. Afterwards, the researcher undertook qualitative data collection by in-depth interview in order to discover the extended knowledge from quantitative findings and establish inductive theoretical form. Nevertheless, the researcher determined the detail of methodology as follows;

The population in this research is the habitants in the area of 3 provinces in the southern part of Thailand which are Narathiwat Province, Pattani Province and Yala Province including with 4 areas in Songkhla Province which are Jana District, Natawee District, Tapa District and Sabayoy District. The total population is 2,262,837 (Department of Local Administration, Ministry of Interior, 2014). The researcher selected the population in working age or in the age above 15 years old regarded as mature for decision making

according to national labour information of Ministry of Labour which the population is 1,566,680.

The sample in this study is the habitants in the area of 3 provinces in the southern part of Thailand which are Narathiwat Province, Pattani Province and Yala Province including with 4 areas in Songkhla Province. The amount of samples is 2,500. The researcher determined the size of sample by Taro Yamane's sample calculation (Taro Yamane, 1976) that the confidence interval is 95% and the standard deviation is $\pm 2\%$.

This research uses simple random sampling (SRS) from quota and proportion of the sample which concerns about the duration and convenience of data collection. There are 4 steps of sampling; step 1 is for province, step 2 is for district, step 3 is for subdistrict and step 4 is for village respectively.

The tool of this research is questionnaire that the researcher constructed from theories, approaches, documents and related researches with content validity evaluation by index of item-objective congruence and reliability from analysis of alpha-coefficient by Cronbach.

IV. Findings

The analysis results indicate that:

2,500 people who live in the area of 3 provinces in the southern part of Thailand including with 4 areas in Songkhla Province mostly are female in the age of 25-33 years old. The majority are Islam and education is high school or Sanaweeya (8-10). The native habitat of most of the people is Narathiwat Province. The main status of the sample is married and most of them are agriculturists with 3,000-6,000 THB monthly income. The annum family's income is 50,001 THB upward. For the living conditions at the present, most of them have their own shelters and workplaces.

The attitudes of the people to solution of the unrest problem in the southern part of Thailand are categorized by careers. Generally, the population agrees for consideration of divided into 7 career groups and every group agrees.

1. Career group of life and asset security. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of life and asset security is divided by overall image. It indicates that most of the people agree ($\bar{X} = 3.64$). For consideration in 5 items individually, the 1st rank of agreement in every item is feeling safe when there are security officers at the important places of these areas such as mosques, temples, schools and so forth ($\bar{X} = 3.67$). Secondary is feeling safe while commuting,

there are securities along the way ($\bar{X} = 3.66$). The next is after taken care by the security officers, your living and community get better ($\bar{X} = 3.64$). The last one is security action of the officers reduces the loss in life or asset and you are able to talk and do the opinion exchange with the officers with pleasure ($\bar{X} = 3.61$) respectively.

2. Career group of justice directing and treating affected people. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of justice directing and treating affected people is divided by overall image. It indicates that generally, the people have agreement attitude ($\bar{X} = 3.58$). For consideration in 4 items individually, the 1st rank of agreement in every item is government's treating in many fields is beneficial to the solution ($\bar{X} = 3.61$). Secondary is officers' inquiry for the wrongdoers by the evidence of forensic sciences which is appropriate, authentic and expeditious ($\bar{X} = 3.59$). The next is justice obtaining from officers' application of law ($\bar{X} = 3.58$). The last one is after the happening, the officers are able to control and resolve the problem rapidly and effectively ($\bar{X} = 3.54$) respectively.

3. Career group of domestic and international understanding creation about human rights. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of domestic and international understanding creation about human rights is divided by overall image. It indicates that generally, the people have agreement attitude ($\bar{X} = 3.65$). For consideration in 5 items individually, the 1st rank of agreement in every item is the government's willing to cooperate in activities to create understanding ($\bar{X} = 3.70$). Secondary is not constrained in liberty and rights in daily life and sharing opinions ($\bar{X} = 3.67$). The next is government's activities arrangement to create better understanding and ability to change the attitude to governmental officers and terrorists ($\bar{X} = 3.66$). Then is understanding and reliance in the information received by the officers ($\bar{X} = 3.63$). The last one is understanding and reliance in the information received by others who are not the officers ($\bar{X} = 3.61$) relatively.

4. Career group of education, religious, art and culture. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of education, religious, art and culture is divided by overall

image. It indicates that generally, the people have agreement attitude ($\bar{X} = 3.65$). For consideration in 5 items individually, the 1st rank of agreement in every item is the government has managed about education, facilities and teachers and educational personnel development all over the areas to make the descendant earn more knowledge ($\bar{X} = 3.73$). And the descendant have various options for educational channels ($\bar{X} = 3.73$). Secondary is restoration and conservation of the local linguistic, art, culture and traditions in your area which is supported by the government ($\bar{X} = 3.70$). And the government's enhancement and support for living together peacefully under the various languages, cultures and traditions ($\bar{X} = 3.70$). The last one is variety of languages, cultures and traditions in your area could live together peacefully ($\bar{X} = 3.69$) respectively.

5. Career group of the area's potential and people's quality of life development. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of the area's potential and people's quality of life development is divided by overall image. It indicates that generally, the people have agreement attitude ($\bar{X} = 3.64$). For consideration in 5 items individually, the 1st rank of agreement in every item is the people gain knowledge from occupational training and are able to develop in their occupation and earn increased income ($\bar{X} = 3.67$). Secondary is ability to access health/medical/sanitation services all over ($\bar{X} = 3.66$). The next is government's support to quality of life for the ones who are disadvantaged/elders/disables/women/orphans all over ($\bar{X} = 3.65$). Then is government's enhancement and support in many ways to add the value of local products to be demanded in the trading market ($\bar{X} = 3.63$). The last one is water and community's occupational land resource management to be appropriate ($\bar{X} = 3.57$) respectively.

6. Career group of governmental efficiency increasing and policies propelling. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of governmental efficiency increasing and policies propelling is divided by overall image. It indicates that generally, the people have agreement attitude ($\bar{X} = 3.60$). For consideration in 5 items individually, the 1st rank of agreement in every item is developed working of the officers and adjustment from situations and consistency with environment and community's ways ($\bar{X} = 3.61$).

Secondary is your problem and demand get well responses from governmental organization ($\bar{X} = 3.60$). And ability to request for officers' help all the time when there is emergency ($\bar{X} = 3.60$). The next one is you get benefit from plan/project of the government considerably ($\bar{X} = 3.59$). The last one is the officers' tools and equipment's are useful for helping, controlling and resolving problems in your area ($\bar{X} = 3.58$) respectively.

7. Career group of pursuit the exit from conflicts by peaceful means. The people's attitude to solution of the unrest problem in the southern part of Thailand in career group of pursuit the exit from conflicts by peaceful means is divided by overall image. It indicates that generally, the people have agreement attitude ($\bar{X} = 3.66$). For consideration in 4 items individually, the 1st rank of agreement in every item is requirement of safety area that every group could share opinions freely for problem solution ($\bar{X} = 3.70$). Secondary is agreement with taking people home project which is creating appropriate environment for talking ($\bar{X} = 3.65$). The next is resolving problems by peaceful means is good solution and demanding the civil society to be participated substantially ($\bar{X} = 3.64$). The last one is governmental organization's listening to your, community's or opinion sharing people and bring them for practical development in the area ($\bar{X} = 3.64$) respectively.

V. Discussion

From the study to people's attitude to solution of the unrest problem in the southern part of Thailand are generally categorized by careers groups which are the career group of education, religious, art and culture, career group of domestic and international understanding creation about human rights, career group of life and asset security, career group of the area's potential and people's quality of life development, career group of pursuit the exit from conflicts by peaceful means, career group of governmental efficiency increasing and policies propelling and career group of justice directing and treating affected people comply with Mr. Dolmanach Baka, Kasetchai Laeheem and Abdulloh HJmaroning (2006) who studied about the people's attitude to the unrest problem in the southern part of Thailand which indicated that most of the people considered that the unrest problem is caused by injustice obtaining, suspicion, cultural difference, propaganda, political conflict, acceptance and admiration receiving from the people who is personally opposed and governmental officers are involved. (2) Most of the people has attitude about reasons of the unrest problem indifferently with Luedech Girdwichai (2011) that studied about "understanding, reaching and developing" strategies

evaluation in problems resolving for the unrest problem in 3 provinces in the southern part of Thailand. It also consist to Suara Poll's Northern Part's Echo (2016) that surveyed the people's opinions to solution and development the border provinces in the southern part of Thailand of NCPO (National Council for Peace and Order) and government. The first time was the people's opinions survey for 4 months (June – September 2015). The result is the feeling to the unrest happening of the people was decreased. 78% of the sample answered that they were more confident in safety. The unrest happening was truly reduced. The people trusted in NCPO's method. 72% were sure that NCPO has come to the right method and believed that sodiers', polices' and civilian's action was unity. 86% of them were certain in the roles of district's operation center that integrated in action in the area to create the unity.

Suggestions

The method for the unrest problem in the border provinces in the southern part solution, the study has concluded the method for the unrest problem in the border provinces in the southern part solution as follows;

1. **In the field of life and asset security** which are efficiency increasing to the practical officers in security for the unrest areas. There should be systematic plan including with the equal law enforcement of the officers without discrimination in races or religious.
2. **In the field of justice directing and treating affected people** which are justice directing officers' efficiency enhancement and the amount of practical officers should be increased to be all over the areas.
3. **In the field of domestic and international understanding creation about human rights** which are allies' attitudes adjustment to stop the violent idea and decreasing the violence in the areas. They have to be sincere in developing areas to be equal with the people in the central region and neighboring countries. They have to resolve the problems continuously with understanding in folkways, believes, religious of the people in the areas.
4. **In the field of education, religious, art and culture** which are increasing channels and opportunities to the students in the areas both in and out of the system to be appropriate with people in the areas' folkways. The government sector should support or restore the traditions, art and culture in order to create the understanding and reduce the conflicts.
5. **In the field of the area's potential and people's quality of life development** which are occupational enhancement and development by government sector to be appropriate with people in the areas' folkways and public health efficiency enhancement.
6. **In the field of governmental efficiency increasing and policies propelling** which are practical officers' efficiency increasing in skill of

the access to the people in many fields such as psychological skill, understanding in local languages, expression in commuting including with traditions, cultures and believes before the fieldwork.

7. **In the field of pursuit the exit from conflicts by peaceful means** which are providing channels for talking to pursuit the exit from conflicts most effectively. There should be public relations for information and sufficient understanding creation for the people to be able to access effectively.

Acknowledgment

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

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FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

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