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**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

9-10
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Official Partner: Lintas Cakra Pusaka (Scholarvein)



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(MRS 2017)**

November 9-10, 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: Business and Management

Strategic Management Plan for the Women Empowerment Funds

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Abstract

The major purposes of this research were to study strategic management plan of women roles and empowerment, to study the problems and obstacles in fund management for women roles, and to offer the strategic management plan for woman empowerment funds. In order to search for the findings, a mix research between qualitative and quantitative method was set up. A simple random sampling method was utilized in order to obtain the samples. The results of this research offered the new strategic management plan for the women development funds that could response directly to main objectives of women funds. The new strategic management included a plan for developing opportunity and potential for women, developing women career choices, developing women better quality of life, and providing a transparency plan of women empowerment.

Keywords: Empowerment Funds, Strategic Management, Women Development

I. Introduction

In the past, Thailand is a male dominated society. Nowadays, economics and society norm has slowly changed. The opportunity and equity of male and female in both economic and social is the foundation of the sustainable development (United Nation, 2014) [1]. There are many setbacks about the inequality of women such as lack of social and economic opportunity, lack of education, poverty, and lack of the chance to participate in the political process [2]. Nowadays Thai society has changed tremendously from the past, for example, changes in consumer purchasing behavior, changes in duties of jobs of male and female, and change in major roles of male and female. With the first female prime minister of Thailand, Ms. Yingluck Shinawatra, the women empowerment fund has been created and established in order to provide an opportunity for women who suffered from the inequality in Thai society [3].

In fact, the policy for equity of women has been developed for a long time but has not been implement. The fact is the women empowerment fund was

set up with a good intention. However, there were at least five problems with the funds. First, the requirement of the fund members to have their name in the local community at least six months. This created a lot of situation because most of the men and women from the local community outside Bangkok often travel to work in Bangkok and around areas where there were job opportunity. The second problem was the allocation of the 100 million baht for each province across the board, large or small. For instance, Bangkok was very large province both in area and population whereas Chainat was a small province both in area and population. Hence, the 100 million baht allocation was not a fair allocation of resources. The third problem was about the hastiness to set up the fund was a problem at the beginning. The committee was inexperienced and did not understand their roles and duties. The fourth problem was about the different in the capability of women in city and small village which required different help and assistances. Finally, there were many women did not aware of the existence of the women empowerment funds [4]. From these problems, the researcher was interested in study the new strategic development of women empowerment funds and how to manage it effectively and efficiently. It is imperative to offer the proper strategic management in order to achieve the goals of the funds and the enhancement of women quality of life. Therefore, the requirement of good strategy was inevitable. What is strategy? The office of civilian employee defined strategy as the set of long term choices about the operating goals, policies and action plans of a program. The objectives laid down by the government and the environment of the program will influence the strategy [5]. Wright (1992) defined strategy as top management's plan to attain outcomes consists with the organization's mission and goals. Therefore, strategy here can be defined as the ways to achieve the goal of the organization.

II. Research Methodology

In order to search for the findings, strategic development for the women empowerment fund should be comprised of seven steps: proper plan, clear organization structure, direct chain of command, personal development, coordination, fund allocation, and evaluation. The purposes of this research were to study strategic management of women roles and empowerment, to study problems and obstacles in fund management for women roles, and to offer the strategic management for women empowerment funds. This was a mixed research between qualitative and quantitative method. A simple random sampling was utilized in five districts of Chainat province in order to obtain the samples. A total of 400 samples was obtained by using Krejcie and Morgan Table Method (1970) [5]. A structure in-depth interview was utilized for the qualitative research. The ten key informants were selected by using purposive sampling method. Content validity and Reliability was tested by using IOC method and Cronbach Alpha Value [6].

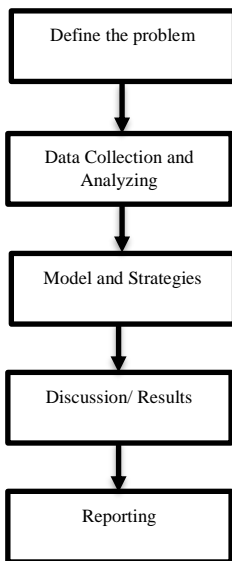


Fig. 1. Research Framework

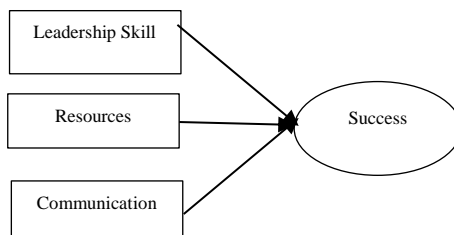


Fig 2. Success Factors

III. Results

There are three success factors for implementation of strategic management plan. The first factor is leadership skill. This skill is important to work with many sectors and try to cooperate each group to the common interest and to be successful. It requires a lot of experiences and networks to persuade all members to work hard to achieve the objective. Drucker (2002) stated that leadership skill requires the ability to motivate and persuade the subordinate to achieve the objective of the organization [11]. The second factor that leads to the success is communication. Communication is an important skill and it

is a basic skill for human being. Better communication reduces the problems and helps to finish the task at a better speed. It is a way to exchange information to solve the problem [12]. Therefore, the speed, clearness, and accuracy of the information are vital to the success. The last factor of success is the resources. The vitality of the resources to the success of the cooperation such as funds, equipment, manpower, information technology and so forth [13].

The strategic management plan to be offered is all about identification and description of the strategic that manager can carry so as to achieve better performance in applying technology and research findings as well as to enhance a competitive advantage for the organizations. The organization is said to have competitive advantage if its profitability is higher than its past history or average profitability for all companies in the same industry.

The strategic management process needed to women empowerment funds comprised of fourth stages [7]. The first stage was environment analysis. This was to analyze strengths, weaknesses as well as opportunities and threats or SWOT analysis. The second stage was to establish organization direction to make certain that there was a clear direction for all staff in the organization. The third stage was to have strategy formulation by creating organization mission and organization objectives. The fourth stage was to have strategy implementation by creating organization structure and organization culture. The last stage was to have strategic control by creating the feedback system and monitoring system [8].

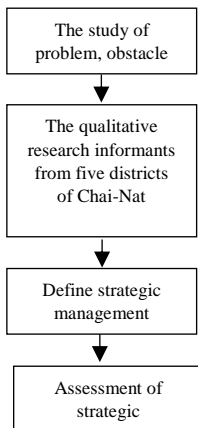


Fig 3. Conceptual Framework

In addition, there were four strategies to enhance the success of the women empowerment funds. The first strategy was to develop the potential

for women by improving women leadership, improving women values, promoting important role of women in the local community, and by promoting role of women in national level. The second strategy was to develop women career based on the economics philosophy of sufficiency by promoting the access to knowledge, capital, and factors of living, by improving the skill labors, and by supporting women entrepreneurs to be able to success. The third strategy was to develop the quality of life for women by creating community welfare, by creating system or organization to protect women rights, by promoting better health and women welfare. The fourth strategy was to develop women empowerment funds by promoting the transparency management of women empowerment funds, creating supporting system to effectively management of women empowerment funds, and creating a strong networks for women empowerment funds.

By doing the SWOT analysis of the women empowerment funds, it can lead to the plan to improve the management of the women empowerment funds. The strengths of the women empowerment funds included the fund distribution to the grass root of people, have proper mechanism to manage the funds, have the rules and regulations, and have a good intention and good attitude to improve the women situation [9]. The weaknesses of the empowerment funds included weak and unclear of rules and regulations, inexperience committee, and lack of skill to manage the funds to achieve its objectives [10]. The threats of women empowerment funds included the unstable of political, and the economic recessions. The opportunities of women empowerment funds included the chance to promote quality of life for women, the focus on career, income, and job for women, and the free flow of ASEAN community. The AEC or ASEAN Economic Community can be a great opportunity for both male and female labor force if and only if there are proper plan to prepare Thai human capital and provide and equal opportunity for both male and female labor force to reap the benefits of the ASEAN largest single market.

IV. Conclusion

In fact, the women empowerment fund policy has been brainstormed for quite sometimes, however, it was set up and implement with a good intention and a right attitude but within a hasty time. Consequently, there were many problems and many unnecessary setbacks with the funds which led the project to be less successful in terms of the benefits to the women in the rural areas than it should have been. This research provided the SWOT analysis and aimed to offer the new strategic management for the women development funds that could response directly to the goals of the funds. It is imperative to suggest the four strategic management which were developing potentials for women, developing women career, developing women quality of life, and

providing a transparency of women empowerment funds in order to achieve the goals of the funds successfully.

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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)

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

