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EDITORIAL

It is my proud privilege to welcome you all to the IASTEM International Conference at Kyoto, Japan in association with The IIER. 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, IASTEM, The IIER for organizing this event in Kyoto, 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.

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PERSONALITY IMPROVEMENT AS THE KEY SUCCESS OF HUMAN CAPITAL ENHANCEMENT

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Abstract- Personality improvement is the one of the most important key successes in modern business management, especially human capital enhancement. This was a qualitative research. By utilizing an in-depth interview and focus group with various director of human resources of many organization who had a training in personality improvement, the conclusion of personality improvement as key success of human capital enhancement emerged. A total of 20 key informants was selected to participate in the focus group. In addition, the data collection process was conducted with both primary and secondary information and informants. The findings revealed that personality improvement training helped to increase self-confidence, high self-esteem, ability to present themselves, and the willingness to serve customers. There were many positive things about personality improvement in both management level and staff level.

Index Terms - Personality Improvement, Strategies, Enhancement, Self-Confidence

I. INTRODUCTION

Nowadays we are living in the globalization that is always changing and affecting every facet of our life. The changes can affect every movement of our economy and every business tasks more or less. It is an acceptable fact that Globalization has tremendous effects on how businessmen and business women practice their trade and business transactions (Wongleedee, 2013). The constant changes lead to high competitions and shape the management in the 21st Century, in that there is more complication in boundless environment. Advancements in technology and in information and communication has mobilized every activity around the world. Achieving a better position in strengthening their competitiveness becomes the major goal for most organizations, both public and private sector. Human resources or human capital is one of the most important assets of organizations.

Human capital enhancement is a modern way that enables an organization to survive sustainably and achieve high growth. Nowadays, human capital management excellence has been recognized by many public organizations which have adopted this framework as their strategy-to-success guidance. Personality improvement and personality enhancement becomes one important way to improve the quality and productivity of employees. In fact, the model of personality enhancement as the key success for modern business for many countries including Thailand.

Nowadays, many large Thai public as well as small organizations and small and medium enterprises have been focused on the personality improvement of leaders, managers, and employees in order to stimulate in

modifying this management styles, and recognizing the significance of management reengineering and management innovations. Therefore, the author of this research is interested in study the personality improvement as the key success of human capital enhancement. The qualitative research method was conducted in order to obtain the insight information and reveal important factors that influence the personality improvement.

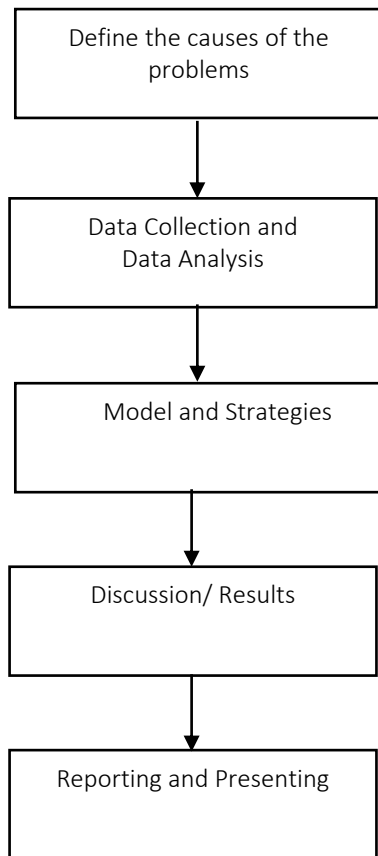
II. REVIEW OF LITERATURE

The study of this personality improvement was based on the model of seven habits model which is a theory that tried to provide an insight into why successful people are successful and what kind of personality they have to be successful in the modern globalization as well as in both business and private life. The focus is therefore on how the personality improvement can be adapted into both managers and employees in any organization. The seven habit of Steven Covey (1989) included be proactive, begin with the end in mind, put first thing first, think win-win, understand first, before trying to be understood, synergy, and sharpen your saw.

First, be proactive means you are actively choose to response to problem directly. This is a personality of being direct and face the problem head on. You must practice yourself to be able to respond in a way that make you feel proud. Second, begin with end in mind, this means whatever you do and embark on, you must think of the end of the product or the end of the outcome all the times. You must have a clear vision of the future direction of your path in mind clearly. The personality show high

confidence that you know what and where you are going. Third, put first thing first, this means you have a personality of organizing and know what is most important and do what is most important thing first. This personality will allow you to be more effective in everything you do in a daily life. Fourth, think win-win, this means you must have a personality of be ready for success of yourself and accept the success of your oppositions. It does not have to be both loss or one win and one lose situation all the time. Fifth, understand first, before being understood, this means you must have a personality of listening and be patient to understand others who might be your boss, your customers, and your co-workers. It is also to make sure that other can understand you and your vision. Sixth, synergy, this means you need to have a personality of open you mind to fresh, innovative idea, and creative idea and ready to work as a team and be successful with the team or part of the team. Finally, sharpen your saw, this means to have a personality of constant learning and a quest for more updated knowledge and skills. You must have a personality of relentless and eagerness to learn and explore new things, new knowledge, and new ideas.

Fig. 1. Research Framework



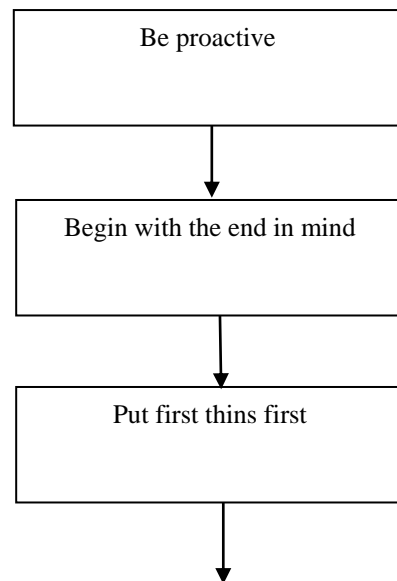
III. METHODOLOGY

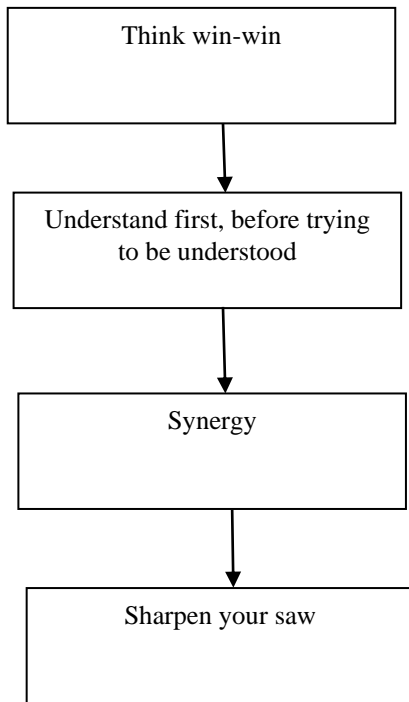
Since how to increase the productivity and effectiveness of human capital is an ongoing problem and has the huge impact to organizations, it is important to investigate the problem and find the proper model to understand the human capital improvement through the personality enhancement. The purposes of this research were to find factors influenced the personality improvement, and to create a model explaining the relationship of the strategies for personality enhancement, and to monitor the proper use of model. This was a qualitative research method of both focus group and in-depth interview technique. The questionnaire was designed and developed then conducted with 20 key informants. In addition, an in-depth interview was utilized to get an in-sight information from the informants group. This research utilized mainly an in-depth interviews as a research tool for its qualitative method. Important factors were used as the model based on the seven items from Steven Covey (1989): 1) Be proactive; 2) Begin with end in mind; 3) Put first things first; 4) think of win-win situation; 5) Understand first, before trying to be understood; 6) Synergy; and 7) Sharpen your saw.

IV. FINDINGS

In order to search for the factors influencing the strategies to personality improvement, the seven important habit or seven factors need to be discussed which are be proactive, begin with the end in mind, put first things first, think win-win, understand first, before trying to be understood, synergy, and sharpen your saw. Fig. 2. Shows the seven habits of personality improvement.

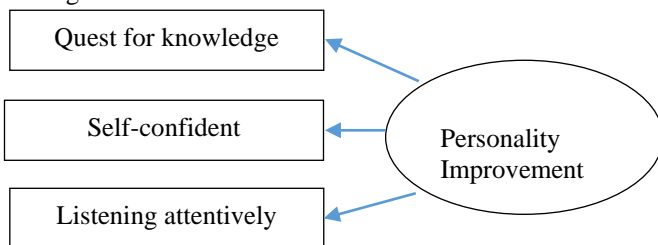
Fig. 2. The seven habits of an effective people and managers.





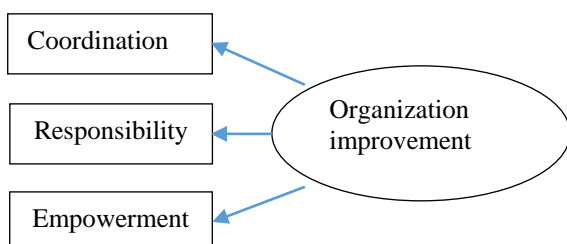
From this figure one the, the key informants have been questions and discuss on the focus group. The insight information from the analyzed of data revealed that the most four important personality improvement are four types of personality traits which are quest for knowledge, self-confidence, and listening attentively.

Fig. 3.



By using the three factors of personality improvement which are quest for knowledge, self-confident, and listening attentively. The personality improvement is expected to improve the productivity and effectiveness of the organization by influenced of three factors which are coordination among agencies, responsibility of organizations, and empowerment.

Fig.4.



IV. CONCLUSION

The good strategic for personality improvement for human capital enhancement should have three vital factors which are quest for knowledge, self-confident, and listening attentively in order to provide the organization improvement in the areas of coordination, responsibility, and empowerment.

VI. FUTURE STUDIES

From this study of personality improvement, it is the fact that one of the major limitations of this research paper came from the use of only qualitative research technique. Since there was a clear population of managers and employees of organizations, 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 managers and employees based on their provinces of residence to obtain representative opinions from a variety of industries in Thailand.

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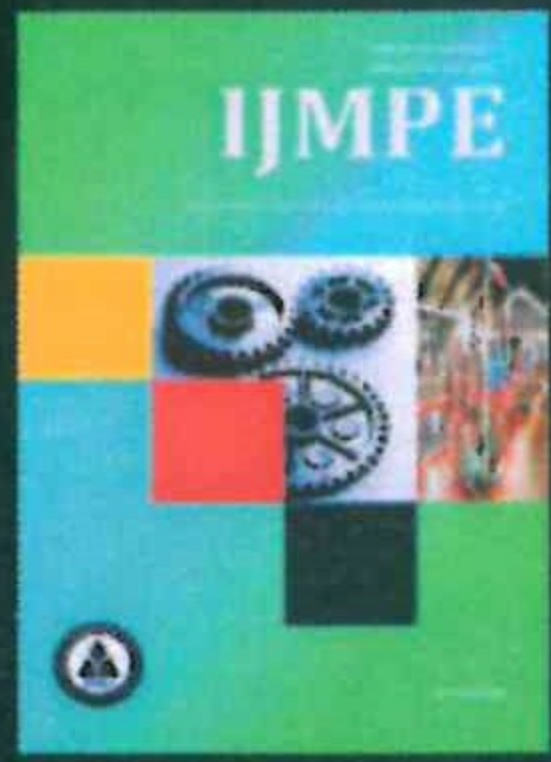
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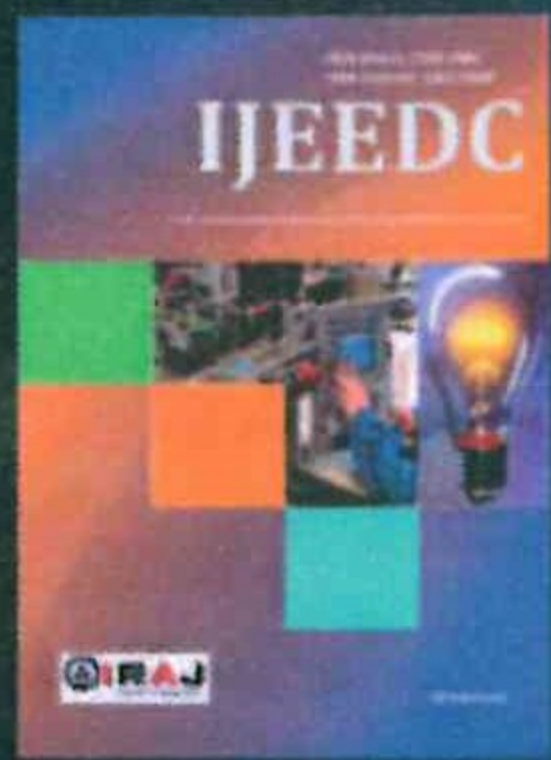


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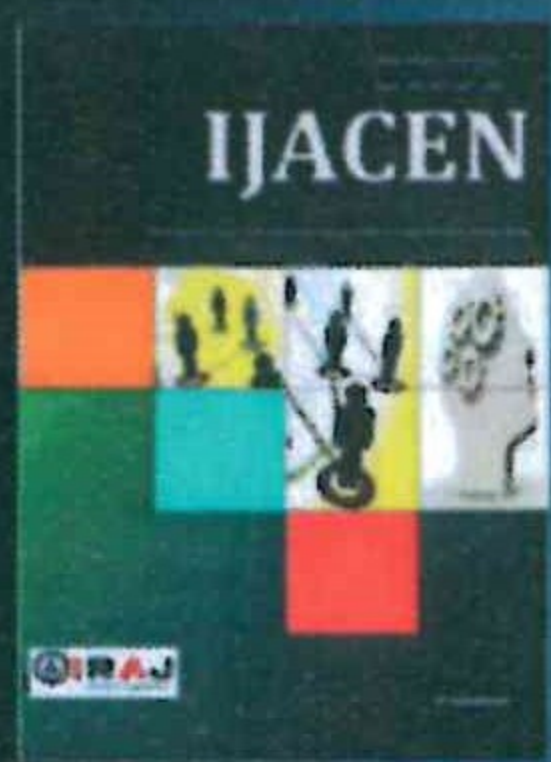


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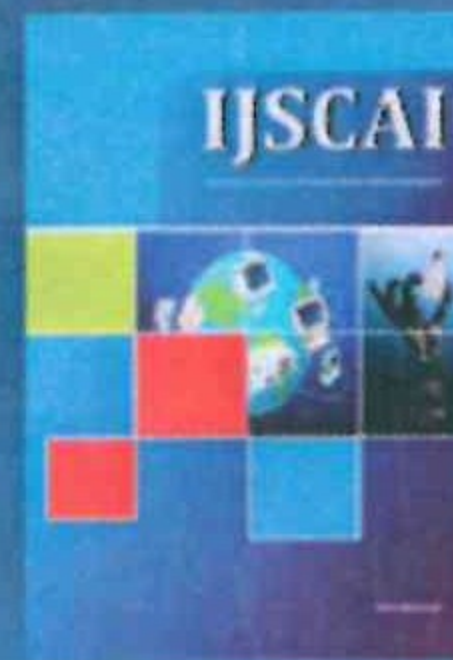
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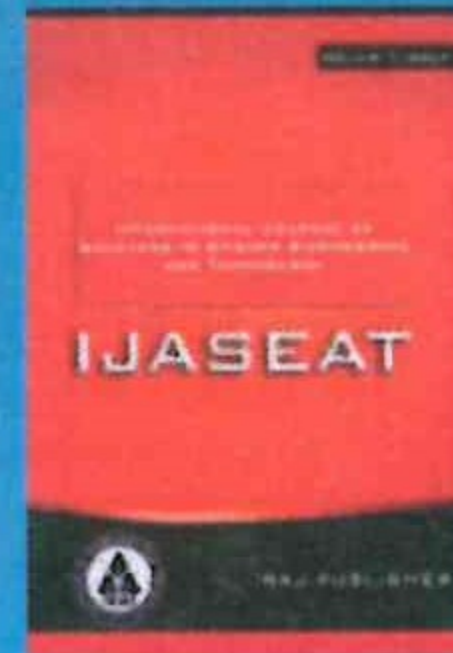
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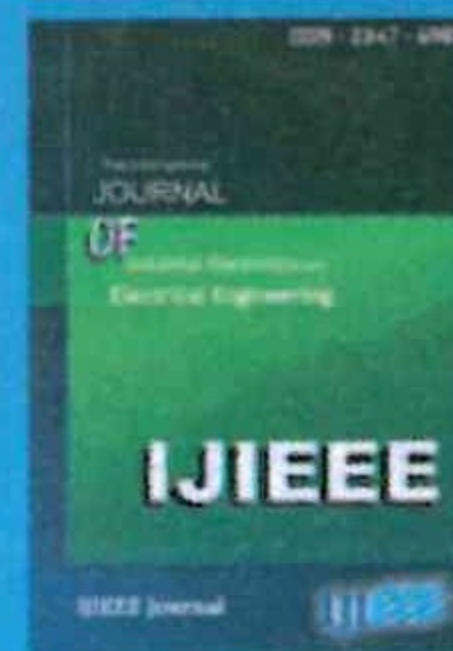
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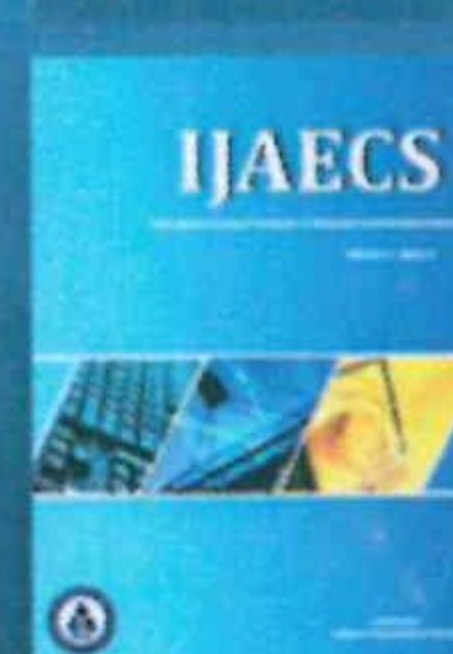
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