



# ISER

CONFERENCE PROCEEDINGS

 02 03 November, 2019  Abu Dhabi, UAE



*In Association with:*



PROCEEDINGS OF  
**ISER**  
233<sup>rd</sup> INTERNATIONAL CONFERENCE  
Abu Dhabi, UAE

**Organized by**



**Date of Event:**

02<sup>nd</sup> – 03<sup>rd</sup> November, 2019

**Event Co-Sponsored by**



**Corporate Address**

**IRAJ Research Forum**

Institute of Research and Journals

Plot No- 30, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: [info@iraj.in](mailto:info@iraj.in), [www.iraj.in](http://www.iraj.in)

### **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.

# TABLE OF CONTENTS

Sl. No.	TITLES AND AUTHORS	Page No.
01.	<b>Business Succession Model for SMEs in The Central Europe Region</b> ➤ <i>Peter Markovic, Peter Dorcak, Martin Novysedlak, Ingrid Dorcakova, Frantisek Pollak</i>	1-6
02.	<b>Investigating Students' Perceptions of Effectiveness of Instructional Approaches on The Basis of Gender Differences In Indian Context</b> ➤ <i>Rasna Sehrawat, Harjeet Kaur Bhatia</i>	7-10
03.	<b>Gender Effects: A Case Study of Employees Satisfaction of Hotel Business Organizations in Bangkok, Thailand</b> ➤ <i>Montree Sairotrung, Apinya Mungaomklang, Pawinee Soraweck, Khanitthaplubkaew, Nattapon Phatcharananchinda</i>	11-13
04.	<b>A Review of Literature on Quality of Work Life and Job Satisfaction of Teacher</b> ➤ <i>Unnop Panpuang, Ladda Hirunyava, Sivaphong Orpong, Nattapol Sarat, Aungsumalin Noppornpikulsakul</i>	14-17
05.	<b>An Empirical Investigation of Factors Influencing Decision Making to Study Bachelor Degree in Tourism Management Program, in International College, Suan Sunandha Rajabhat University: A Case Study of Tourism Management Program Students, Suan Sunandha Rajabhat University</b> ➤ <i>Sakul Jariyachamsit, Weera Chotithammaporn, Chantana Changchenvate, Savaluk Chuasuwan, Nalin Simasathiansophon</i>	18-21
06.	<b>The Attitude and Satisfaction Survey towards the Problem Solving of the Unrest Situation at The Border of Southern Provinces, Thailand</b> ➤ <i>Kanpetch Saranontawat, Sakul Jariyachamsit, Pimporn Thongmuang</i>	22-26
07.	<b>Culturally Foreign Teachers' Perceptions of School Climate and its Relationship to their Self-Efficacy</b> ➤ <i>Almessabia</i>	27
08.	<b>Determination of Traffic Safety with Methods Alternative to Traditional Methods</b> ➤ <i>Coruhemine, Tortum Ahmet</i>	28-33
09.	<b>Concrete Mixture with Plastic as Fine Aggregate Replacement</b> ➤ <i>Chien-Chung Chen, Nathan Jaffe, Matt Koppitz, Wesley Weimer, Albert Polocoser</i>	34-38
10.	<b>Advantage of Make-to-Stock Strategy Based on Linear Mixed-Effect Model</b> ➤ <i>Yu-Pin Liao, Shin-Kuan Chiu</i>	39-50

## **EDITORIAL**

It is my proud privilege to welcome you all to the ISER International Conference at Abu Dhabi, United Arab Emirates. 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, The IIER for organizing this event in Abu Dhabi, UAE. 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 ATTITUDE AND SATISFACTION SURVEY TOWARDS THE PROBLEM SOLVING OF THE UNREST SITUATION AT THE BORDER OF SOUTHERN PROVINCES, THAILAND

<sup>1</sup>KANPETCH SARANONTAWAT, <sup>2</sup>SAKUL JARIYACHAMSIT, <sup>3</sup>PIMPORN THONGMUANG

<sup>1</sup>College of Innovation Management, <sup>2</sup>International College,  
<sup>3</sup>College of Allied Health Sciences, Suan Sunandha Rajabhat University  
E-mail: <sup>1</sup>kanpetch.sa@ssru.ac.th, <sup>2</sup>sakul.ja@ssru.ac.th, <sup>3</sup>pimporn.th@ssru.ac.th

**Abstract** - This research is conducted to study the attitude and satisfaction towards the problem solving of the unrest situation at the border of Southern provinces in Thailand. The original main factors were poverty, drug, ethnicity, religion, culture and history. However, the violence situation from 2004 to the present is considered a sensitive situation with a serious problem, resulting from complex conditions. The researchers conducted this research by using quantitative and qualitative research method. Qualitative data was collected by, in-depth interviews with the key informants. This research objectives were conducted in order to survey each aspect as follows: Personnel aspect, Structural aspect and Cultural aspect and 1) to survey: the attitudes, expectations, or needs of the people in solving the unrest situation at the border of Southern provinces in Thailand in each aspects 2) to survey: the people's satisfaction in solving the unrest situation at the border of Southern provinces in Thailand in each aspects and 3) to acknowledge: problems and suggestions for the unrest situation at the border of Southern provinces in Thailand in each aspects. This researcher's team conducted the research into 3 phases. The research result indicated that the key to solving problems is to implement the "Philosophy of sufficiency economy" to develop brotherhood and relationship of the local people along with security and development in all dimensions.

**Keywords** - Thailand, Problem Solving, Unrest Situation

## I. INTRODUCTION

The unrest situation at the border of Southern provinces in Thailand is considered one of the most important national security problems. The government pay very serious attentions to solve this problem urgently. But because this is a problem that has a long history for many centuries, therefore this situation is delicate, complex, and connected with many aspects. It is a problem that lasts for more than 15 years. [1] The main factors from a distortion of ethnicity, religion, culture and history usually were brought up as an excuse that the ideology group has raised for conducting a violence acts, fighting for their goals which resulting in an atmosphere of distrust and terrorism among people, or between government and people. This has including direct and indirect affect to the loss of people' life and property in the area . From the data base of the Deep South Watch (DSW), [5] the incidents of at the border of Southern provinces in Thailand from 2004 - 2018 has indicated that the trend of the violence rate has been decreasing. The original main factors from a distortion of ethnicity, religion, culture and history still be brought up as an excuse. However, the violence situation from 2004 to the present is considered a sensitive situation and the problem has been resulting from complexity condition and has been connect within 3 aspects as following: personnel aspect, structural aspect and cultural aspect causing some people in the area to accept and agree with the violent parties.

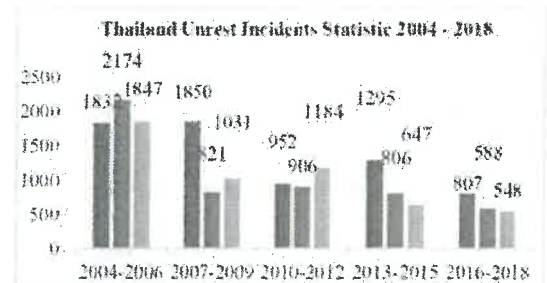


Figure 1: Thailand Unrest Incidents Statistic 2004-2018 Source: Deep South Watch (DSW) [5]

In addition, rapid and complex changes within Thai society and the global context both politically, economically, socially, and technology, all affecting the society at the border of Southern provinces, especially the adaptation and maintaining the identity from all these changes. Moreover, in facing major complications such as drug problems poverty problems, an illegal smuggling and influential problems, etc., those are conditions of the group / individual level which has been involved and exploited accordingly. Furthermore, the additional supporting factors from external aspect, such as local trends. The current conflict between the western world and the Muslim world as well as, the current political rights and civil rights, has been resulting in more complex situations and problems. [2] Although the violence in the Southern border provinces

tends to decrease in the number of incidents, but some characteristics still has some fluctuating result, depending from times to time. From some observations regarding the decreasing in number of unrests incident in Southern border areas has commented that, the decreasing in number has occurred since 2013 up to the present, and that would be the result from the National Council for Peace and Order (NCPO) under the supervision of General Prayut Chan-O-Cha. As he has been operating the peace process which began in February, 2013 and has continued the discussion process till now. But the concept of discussion has been changed, instead of peace talking but talk for peace. In order to ensure the public order or security of the Nation, the National Council for Peace and Order (NCPO) under the supervision of General Prayut Chan-O-Cha's, has continuously implementing solutions to solve the unrest situation at the border of Southern provinces by using the Royal strategy of "Understanding, Accessibility, and Development" [3] as the key to solve problems and implement the "Philosophy of Sufficiency Economy" which was introduced by His Majesty the King in 1997. This Philosophy provides guidelines for the Thai people to survive through the crisis along with security and development in all dimensions.

## II. RESEARCH OBJECTIVES

To enable the most effective solution to solve the unrest situation at the Southern border provinces in Thailand, the development in terms of economy, quality of life, society and education should be in line with the needs and identities of the people in the area. Therefore, the researcher and team are interested in studying

- 1) the attitudes, expectations, or needs of the people in solving the unrest situation at the Southern border provinces, in each aspect: 3 aspects
- 2) the people's satisfaction in solving the solving the unrest situation at the Southern border provinces, in each aspect: 3 aspects
- 3) the problems and suggests for solving problems of unrest situation at the Southern border provinces, in each aspect: 3 aspects.

## III. RESEARCH METHODOLOGY

The researcher and team conducted the research into 3 phases as following:

### Phase 1:

Surveying the attitudes and satisfaction of the people towards the resolution of the unrest at the border of Southern provinces at each area in 3 aspects which was conducted as a quantitative research. (Quantitative Research) by using questionnaires as the primary tool for data collection with a residential sample in the three

Southern provinces consisting of Narathiwat Province, Pattani Province, and Yala province. Including areas in 4 districts of Songkhla Province, the 270 samplings was collected in each district. Total district of sampling were 37 districts with the total of 1,600 persons. Statistical analysis was done by using percentages, means, standard deviations, t-test statistics. In addition, one-way ANOVA was used. In the case that there are more than 2 groups of independent variables, it was found to be significantly different at the level of .05. Moreover, the research team examined the differences in pairs by using LSD method.

### Phase 2:

Study of the living conditions and livelihood of the people in the area as well as solving the unrest situation in the Southern border provinces under the implementation of the strategy which were "Understanding, Accessibility and Development" and the implementation of the "Philosophy of Sufficiency Economy" which covered the dimensions of the stability of the people, the dimension of the development. This phase was conducted by using the qualitative method (Qualitative Research) and using Semi-Structured Interview with the Key Informant such as Local Administrative officer, Educational personnel, Religious leaders and 10 people in each province, including 40 samples by using purposive sampling method (Purposive Sampling) and data analysis by using content analysis method. (Content Analysis)

### Phase 3:

To verifying the authentication of the unrest situation at the Southern border provinces under the implementation of the strategy which were "Understanding, Accessibility and Development" and the implementation of the "Philosophy of Sufficiency Economy" which covered the dimensions of the stability of the people, the dimension of the development. This phase was conducted by using the qualitative method (Qualitative Research) and using Semi-Structured Interview with the Key Informant such as Local Administrative officer, Educational personnel, Religious leaders and 10 people in each province, including 40 samples by using purposive sampling method (Purposive Sampling) and data analysis by using content analysis method. (Content Analysis) This phase was conducted to listen to opinions from all relevant parties in the area. The results from the data analysis will be brought up as a guideline for the development and for the implementation of various solutions to the unrest situation at the Southern border provinces, Thailand accordingly.

## IV. LITERATURE REVIEW

According to the official definition, Sufficiency Economy stressed appropriate conduct and way of life

for the people of all sectors and levels while incorporating moderation, due consideration in all modes of conduct and the need for sufficient protection from internal and external shocks. It requires the application of accurate knowledge and morality such as care and giving, mutual assistance, and collaboration. The aim is to create bonds which closely link people from all sectors and boost positive creative forces in order to lead to unity, balance and sustainable development as well as readiness to cope appropriately with critical challenges occurring as a result of globalization.[4]. It can be concluded that Sufficiency Economy comprises three main elements: moderation, reasonableness and self-immunity, and two conditions: knowledge and morality. In addition, it offers an alternative development aiming to reach three aims: unity, balance and sustainability.[4]

## V. RESEARCH RESULTS

This research result is divided into three aspects:

### 1. Demographic and social characteristics of people in the area

The research results on the demographic and social characteristics of the majority of the people in the area are female, totaling 973 people, representing 60.8%. People aged between 20-30 years, the greatest number of 513 people, representing 32.1%. Most of them are Muslims, totaling 1,296 people, accounting for 81.0%. The people in the area being educated at secondary level / vocational certificate / vocational certificate with the greatest number of 707 people, accounting for 44.2 percent . Having the most domiciled births in Narathiwat Province, with a total of 564 people, representing 35.3 percent . The most marital status, are 869 persons, representing 54.3 percent . The highest number of 336 employees, which accounting for 21.0 percent . The average monthly income between 5,000 and 10,000 baht, with the greatest number of 580 people, representing 36.3 percent and having household expenses between 5,000-10,000 baht, the most of 721 people, representing 45 percent. The living conditions in the family, most of them have their own house and their own cultivated land, with the number comprising of 798 people, which representing 49.9 percent respectively.

### 2. Attitudes and Satisfaction towards the performance of government officials in solving the unrest situation at the border of Southern provinces in Thailand

The research results on the attitude and satisfaction towards the performance and operation of government officials in solving the unrest situation at the border of Southern provinces, in general, it is at a moderate level

(average 3.898) and if considered as individual aspect, the respondents support / send their children to further study in a compulsory educational system in a public schools, including primary, secondary, and high school which the result indicated at a high level (mean 3.80). Followed by instilling children or family refusing to use violence and solving problems with peaceful methods, and the results shown at a high level (mean 3.78).

Followed by the cooperation or participation with government officials in activities for public interest or for the benefit of the community / locality which was indicated at a high level (mean 3.808). Followed by the opinion to agree with the government officers on the concept of non-violence and discussions for peace in the Southern border provinces was shown at a high level (mean 3.654) and Finally, the opinion to agree on security measures from government officials to provide security service in life and property such as security of teachers, communities, villages, sub-districts at the border of Southern provinces which shown at a high level (an average of 3,646) respectively.

### 3. The satisfaction of the service performance of government officials in solving the unrest situation at the border of Southern provinces in Thailand

The results of the research on satisfaction of the service performance of government officials in solving the unrest situation at the border of Southern provinces in Thailand, in general, it was at a moderate level (mean 3.34) and if considered as an individual aspect, it was found that teacher quality development in "Tadika" schools, "Ponok" institutions, the result indicated at a high level (an average of 3.59), followed by the promotion and development of knowledge for the people in the area to increase the value of agricultural products and community products the results indicated at a high level (an average of 3.83).

Next is followed by compulsory school / curriculum at primary, secondary school and high school, the result indicated at a high level (an average of 3.38) and lastly is a school / curriculum in Tadika, Ponok institutions that meet the standards of religious life which was shown at a high level (an average of 3.55) respectively.

## VI. RESEARCH DISCUSSION

From the survey of the attitude and satisfaction towards the problem solving of the unrest situation at the border of Southern provinces, Thailand both quantitative research and qualitative research, the results indicated that the important issues are consistent with relevant research, relevant concepts and theories which could be discussed as follows;

### Security: The Unrest situation in the area

The results of the survey of the attitude and satisfaction of the people towards the problem solving of the unrest situation at the border of Southern provinces, Thailand the researchers found that the people in the area had the attitude and the satisfaction with the problem solving at a medium level. In terms of attitude the research results shown at an average of 3.498. Regarding satisfaction, the research results shown with an average of 3.3425. When considering the analysis, the researchers found that the attitudes and satisfaction of the people in the area are not significantly improved when compared to the decreasing number of the unrest situation at the border of Southern provinces, Thailand. In the opinion of the research team, the decreasing number might be linked to the data collection system of the unrest situation. The counting of each incidents has been including and linked as there were the same situation. Therefore, each incident will be counted as one situation. It appeared as if the number of unrest incident has dropped and be more peaceful in the area. From the in-depth interviews with the key informants, the researchers found that people in the area still felt that the unrest situations at the border of Southern province of Thailand has not truly diminished. There is still a normal terrorist incident happen continuously.

### Security: The Major complications factors

Major complications factors such as drug problems poverty problems, an illegal smuggling and influential problems, etc., those are conditions of the group / individual level which has been involved and exploited accordingly. For drug problems, when considering from the research results of the survey, comparing by province, attitude and satisfaction of the people towards the problem solving at the border of Southern province in Thailand, the research result shown that the people in Songkhla province, who were the sample group, had the best attitudes towards the resolution of the unrest situation in medium level (mean value was at 3.674). From the in-depth interviews with the key informants, the researchers found that the major complications in Songkhla province is the drug problem. For poverty problem, the report from the Department of Community Development Ministry of Interior [6] indicated that in the fiscal year 2017, there are households at the border of Southern provinces, focusing in 3 provinces, the report shown that people's income below 38,000 baht / person / year was a total of 5,289 households which can be categorized as following: Pattani Province 3,330 households, Narathiwat Province 1,288 households and 630 households in Yala province. when considering from the research results of the survey, comparing by province, attitude and satisfaction of the people towards the problem solving at the border of Southern province in Thailand, the results indicated that the problem of

poverty or economic factors causes people to join the insurgency movement These people only need benefits and compensation. The participants of the insurgency movement are not interested in the separatist ideology or any ideology of the group that they have joined. Moreover, the participation of the said group did not raise due to the injustice which is consistent with the research results of Kannika Chansaitong (2008) [7] stated about poverty and the prevalence of drugs and unrests situation which viewed from many parties that these problems were relevant in many aspects.

### Development

In the opinion of the research team, apart from proposing the government to solve the economic problems at the border of Southern provinces in Thailand in the macroeconomic system, there should be an encouraging and emphasizing the stimulation of investment of the private sector especially at the border of Southern provinces in Thailand by providing various benefits while also not abandoning the foundation economy level as they are the person who is most affected and unable to help themselves which could be easily influenced to join the coalition accordingly.

### VII. ACKNOWLEDGMENTS

I would like to express sincere thanks to Suan Sunandha Rajabhat University throughout this research and would like to thank the President of Suan Sunandha Rajabhat University, Assoc. Prof. Dr. Luedech Girdwichai, and to, Research and Development Institute, Suan Sunandha Rajabhat University, for financial support and also would like to thank Vice-President of the Institute of Research and Development, Associate Professor. Dr. Thanasuwit Thabhiranrak, and Asst. Prof. Dr. Suwaree Yordchim, Director of the Research and Development Institute. Finally, thanks to The Director of International College, Suan Sunandha Rajabhat University, Assistant Professor Dr. Krongthong Khairree as well as to all supporting staffs of Suan Sunandha Rajabhat University to provide support in many areas.

### REFERENCES

- [1] Manirojana P. "The factors that affect the transparency and accountability of independent organization in Thailand" Journal of Administrative and Business Studies (JABS) is published by TAF Publishing, Published online: 2016.
- [2] Manirojana P. Good Governance of Local Government in Nakhon Ratchasima Province Thailand Proceeding of 49th IASTEM International Conference San Francisco USA, 2017
- [3] Surayut Chulanont. (2007). "The reform of the sufficiency economy" 2007. Data Retrieved: March 2008, Source: <http://www.naewna.com/new.asp>.
- [4] Philosophy of Sufficiency Economy. Data Retrieved: May 2010. Source: <http://www.rdpb.go.th/en/Sufficiency>.

- [5] Thailand Unrest Incidents Statistic 2004-2018 Source: Deep South Watch (DSW)
- [6] Department of Community Development Ministry of Interior. Data Retrieved: May 2012, Source: <http://www.cdd.go.th/en/>
- [7] Kannika Chansaithong (2008). The Dissertation: "The poverty and the prevalence of drug towards the arisen of the Unrest situation in Southern Part of Thailand". Kamphaeng Phet Rajabhat University. Kamphaeng Phet.

\*\*\*