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## THE TENTH INTERNATIONAL CONFERENCE ON ADVANCEMENT OF DEVELOPMENT ADMINISTRATION 2021—SOCIAL SCIENCES AND INTERDISCIPLINARY STUDIES

Theme: “Stronger Emergence Through Disruption:  
Challenge and Opportunity”

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# Conference Information & Collection of Abstracts



## CONTENTS

<b>I. Business Administration (BA).....</b>	<b>1</b>
HERDING BEHAVIOR AND INVESTMENT DECISION OF CRYPTOCURRENCY INVESTORS .....	3
by Mohammed Nabeel K, Ph.D. ....	3
and M. Sumathy, Ph.D. ....	3
ACCEPTABILITY, PURCHASE INTENT AND CONSUMER' PREFERENCE OF TARO ROOT CANDY .....	4
by Maureen P. Santos, Ed.D. ....	4
CHALLENGES IN MICRO AND SMALL BUSINESS MANAGEMENT: A GLANCE AT VIETNAM'S PUBLIC RELATIONS INDUSTRY .....	5
by Tuong-Minh Ly-Le .....	5
and Hanh Canh Phuong Le .....	5
THAI PRE-AGING ADULTS' WILLINGNESS TO LIVE IN AGE-FRIENDLY ENVIRONMENT .....	6
by Naruemol, Raithiwa .....	6
and Panichpathom, Supeechea.....	6
<b>II. Human Resource Development (HRD) .....</b>	<b>7</b>
THE MEDIATING EFFECT OF JOB SATISFACTION ON THE RELATIONSHIP BETWEEN EMPLOYER BRAND PERCEPTION AND EMPLOYEE PERFORMANCE: A CASE STUDY OF A PUBLIC UTILITY ENTERPRISE IN THAILAND .....	9
by Mariesirisakul, Watanyu .....	9
and Nawakitphaitoon, Kritkorn.....	9
WOMEN'S LEADERSHIP DEVELOPMENT PROGRAM: .....	10
QUALITATIVE STUDY .....	10
by Ekabut Tangshewinsatien .....	10
and Pawinee Petchsawang .....	10
SUSTAINABILITY DEVELOPMENT AND KAIZEN IMPLEMENTATION FOR TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING FROM JAPAN's ODA IN THAILAND .....	11
by Reni Juwitasari.....	11
and Yuki Miyake.....	11
WOMEN'S ROLE IN SPORT LEADERSHIP MOVEMENT IN THAILAND: BARRIERS AND FACILITATORS .....	12
by Panavej, Veerabha, Ph.D.....	12
Lin, Chia-Wu .....	12
and Lin, Chen-Ju .....	12
PROFESIONAL STUDENTS' PERCEPTION ON CAREER TRAINING OPPORTUNITIES – A STUDY WITH REFERENCE TO INDIA .....	14
by K.Maran, Ph.D. ....	14
C.R.Senthilnathan, Ph.D. ....	14
S.Dineshkumar, Ph.D. ....	14
and Priyadarshini, Ph.D. ....	14

<b>III. Communication Arts &amp; Management Innovation (CM).....</b>	<b>15</b>
EFFECTS OF SOCIAL MEDIA ON ORGANIZATION CULTURE AND WORK-LIFE BALANCE: A CASE STUDY OF ‘X’ ORGANIZATION IN BANGLADESH .....	17
by Mohammad Rezaul Karim .....	17
<b>IV. Applied Statistics &amp; Information and Technology (AS).....</b>	<b>18</b>
Analytical Study of Cloud ERP and ERP .....	20
by Tharani Ramawickrama .....	20
Dinesh Fernando .....	20
and Indika Alahapperuma .....	20
PARENTS’ AFTER- CLASS INITIATIVES DISCRIMINATORS OF HIGH AND LOW STUDENT MATHEMATICS PERFORMANCE GROUP OF SANTAFE NATIONAL HIGH SCHOOL .....	21
by Guinsayan, Joel B., MST .....	21
HOW EMPLOYERS PROTECT DATA AND PRIVACY? MEASURING TRUST IN THE DIGITAL WORLD .....	22
by Dave E. Marcial .....	22
Jade O. Montemayor .....	22
Fredlie P. Bucog .....	22
and Markus A. Launer .....	22
<b>V. DEVELOPMENT ECONOMICS (DE) .....</b>	<b>23</b>
THE CONSEQUENCES OF PANDEMIC CORONAVIRUS ON GLOBAL TRAD: CASE STUDIES ON BILATERAL TRADE BETWEEN US-CHINA, AUSTRALIA-CHINA AND SOME SOUTHEAST ASIA COUNTRIES-CHINA.....	25
by Oratai Soparat, Ph.D. ....	25
IMPACT OF MICRO FINANCE ON SELF HELP GROUPS IN INDIA .....	26
by K.Maran, Ph.D. ....	26
C.R.Senthilnathan, Ph.D. ....	26
P.Venkatesh, Ph.D. ....	26
and Maran Marimuthu, Ph.D. ....	26
<b>VI. Language and Communication (LC) &amp; Tourism Management (TM).....</b>	<b>27</b>
TEXTUAL ANALYSIS OF THE ILOKANO EPIC “BIAG NI LAM-ANG” .....	29
by Villanueva, Louie B., Ph.D. ....	29
ORGANIZATION DESIGN PREFERENCES AND CONFLICT MANAGEMENT STYLES AMONG GRADUATE STUDENTS OF NUEVAVIZCAYA STATE UNIVERSITY .....	30
by Jenifer Raymond R. Tallungan, Ph.D. ....	30
Andres Z. Taguian, Ed.D. ....	30
and Marita F. Bancual, Ed.D.....	30
SPEAKING ANXIETY AMONG SENIOR HIGHT SCHOOL STUDENTS IN DIADI REGION HIGHT SCHOOL, VILLA MARZO, CORDON, ISABELA .....	31
by Gelaine Hoggang-Guzman.....	31
and Angielina B. Gelacio .....	31

THE ROLE OF ORGANIC FARM VOLUNTEERING IN HEALTH TOURISM: A CASE STUDY IN TUBTIM KAN ORGANIC FARM IN KANCHANABURI, THAILAND .....	32
by Nasrin Jannesar .....	32
and Shirzad Mansouri .....	32
“NEW NORMAL” TOURISM MANAGEMENT FOR WAT PAKNAM PHASI CHAROEN IN BANGKOK .....	33
by Alongkorn Charoensook .....	33
and Supatcharajit Jitpraphai .....	33
<b>VII. Law &amp; Public Administration.....</b>	<b>34</b>
STRONGER EMERGENCE THROUGH DISRUPTION: HOW THE FINNISH GOVERNMENT, UNIVERSITY, BUSINESS, AND PEOPLE COLLABORATE IN THE COVID-19 OUTBREAK.....	36
by Chitralada Chaiya.....	36
and Pichate Pinthong.....	36
<b>VIII. Environmental Development (End) and Social Development (SD).....</b>	<b>37</b>
DEVELOPING MODEL OF DISASTER RISK GOVERNANCE TOWARD RESILIENT LOCAL GOVERNMENT IN THAILAND: CASE STUDY FROM THE 2014 CHIANG RAI EARTHQUAKE .....	39
by Wanwalee Inpin, Ph.D. ....	39
and Maya Dania .....	39
BIODIVERSITY OF MACROINVERTEBRATES AS BIOINDICATOR OF WATER QUALITY AT IMUGAN SANTA FE NUEVA VIZCAYA.....	40
by Adais, Nessa Charlemae L., M.Ed .....	40
and Las Marias, Mercy T., Ph.D. ....	40

# **I. Business Administration (BA)**



## **HERDING BEHAVIOR AND INVESTMENT DECISION OF CRYPTOCURRENCY INVESTORS**

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### **ABSTRACT**

The cryptocurrency market has received huge concern in media and academia since the beginning of 2013 because of its massive price fluctuation. The study focuses on Cryptocurrency investors in Kerala – India by analyzing the influence of herding effect on investment decisions. A descriptive method was followed, and the primary data was used for the analysis. The data was collected using questionnaire from 134 respondents by incorporating snowball sampling. The results reveal that the herding has an impact on investment decision in cryptocurrency. This study contributes to the existing literature by consolidating the results of different researches in this study. It also contributes to the investors' knowledge about the dynamics of the cryptocurrency market and it enhances the capacity to make informed decisions based on their understanding and experience. Furthermore, the findings of this study can encourage money specialists to understand that data on the traditional finance theory is not adequate to stand out within the cryptocurrency market.

**KEY WORDS:** Behavioral Finance, Bitcoin, Blockchain, Cryptocurrencies, Herding

## **ACCEPTABILITY, PURCHASE INTENT AND CONSUMER' PREFERENCE OF TARO ROOT CANDY**

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### **ABSTRACT**

This study dealt with the acceptability, purchase intent and consumers' preference of Taro Root Candy. A total of sixty (60) participants from one of the local colleges in the province of Pampanga were randomly selected to be the consumers of this study. The product test of overall acceptability and sensory evaluation of the Taro Root Candy were rated using the nine- point hedonic scale. Three different varieties of the taro root candy, labeled as products 1, 2, and 3, were presented to the participants. Product 3 had the highest rank for acceptability in terms of appearance, taste, texture and over- all acceptability. Product 1 had the highest rank in terms of aroma, purchase intent and was the most preferred taro root candy. Moreover, it can be further inferred that products 1 and 3 are most preferred compared to product 2. Based on the results found, it can be inferred that the amount of the taro has no effect on the sensory attribute of the product. Among the products produced by the researcher, it was found out that based on the results presented in terms of the food acceptability, the highest rank in term of appearance, taste, texture, and over-all acceptability was product 3. Results showed that there were significant differences in the appearance, aroma, taste, texture, and purchase intent between product 3 and product 1.

**KEY WORDS:** Acceptability, Purchase intent, Preference, and Consumers

**CHALLENGES IN MICRO AND SMALL BUSINESS MANAGEMENT:  
A GLANCE AT VIETNAM'S PUBLIC RELATIONS INDUSTRY**

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**ABSTRACT**

The increased importance of MSMEs in the Asia Pacific region has paved the way for research on entrepreneurship and MSME management topics. This study focuses on analysing the founders' characteristics and motivations behind their decision-making in the start-up stage and throughout turbulent times in an emerging Asian market, Vietnam. The studied factors include entrepreneurial traits, managerial skills, managing roles, and the motivations behind the founder's decision to retain or release his or her control. This study applied the inductive, grounded theory approach, with a series of in-depth, semi-structured interviews with the founders of public relations agencies in Vietnam. The findings present that the accomplishments and challenges picked up from the entrepreneurial journey generally drive the public relations founders in Vietnam, more than the economic gain. It also suggests that entrepreneurial traits play an essential role during difficult times, such as COVID-19.

**KEYWORDS:** MSME, Entrepreneurship, Entrepreneurial traits, Public relations, Vietnam

## **THAI PRE-AGING ADULTS' WILLINGNESS TO LIVE IN AGE-FRIENDLY ENVIRONMENT**

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### **ABSTRACT**

The aged society is no longer a novelty for Thailand. Thai pre-aging adults, 50-59 years old, will constitute the majority of the aging population by 2030. Thai pre-aging adults' perceived age-friendly environment and their attitude towards living in age-friendly environment influence their willingness to live in an age-friendly environment. The ecological theory of aging and the theory of consumer behaviour were applied to elucidate the relationships. Assessing data of 360 Thai pre-aging respondents via SmartPLS3.3.3 software, results demonstrated three age-friendly attributes: housing indoor, transportation and communication services, and social participation, significantly influenced their perceived age-friendly environment. Findings support residential developers to give priority on age-appropriate size of houses, that will reduce the elderly's burden in keeping their house in good condition, cleanliness, and well-maintenance. Houses should be structured and designed for the elderly's independent living with age-supportive attributes, such as physical convenience, comfortable mobility, security system and accident prevention. In addition, providing accessible and affordable transportation and communication services are necessary. These services facilitate the elderly to conveniently interact with family members, relatives, friends and neighbours, and to easily visit places in their daily life, such as markets, retail shops, malls, leisure places, parks, and medical or health centers.

**KEY WORDS:** Age-friendly, Perception, Attitude, Willingness, Ecological Theory, Consumer Behaviour, Elderly housing

## **II. Human Resource Development (HRD)**



**THE MEDIATING EFFECT OF JOB SATISFACTION ON THE RELATIONSHIP  
BETWEEN EMPLOYER BRAND PERCEPTION AND EMPLOYEE  
PERFORMANCE: A CASE STUDY OF A PUBLIC UTILITY ENTERPRISE IN  
THAILAND**

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**ABSTRACT**

This quantitative research aims to study the relationship between employer brand perception, job satisfaction and employee performance and to examine the role of job satisfaction as a mediator on the relationship between employer brand perception and employee performance. This research collects data from 376 employees of one public utility enterprise in Thailand. The results show that 1) employer brand perception is positively related with employee performance 2) employer brand perception is positively related with job satisfaction 3) job satisfaction is positively related with employee performance and 4) job satisfaction partially mediates the relationship between employer brand perception and employee performance. This study, therefore, has a practical implication for the public enterprises to improve their brand perception, which would lead to higher employee job satisfaction and subsequently enhance performance.

**KEY WORDS:** Employer brand perception, Job satisfaction, Employee performance

**WOMEN'S LEADERSHIP DEVELOPMENT PROGRAM:  
QUALITATIVE STUDY**

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**ABSTRACT**

There is a call for the specific features of women's leadership development program which remains underexplored. The purpose of this phenomenological qualitative study was to explore the lived experiences of women leaders attending leadership development programs. This study used semi-structured interview to collect data from 11 women leaders who work at managerial position from different industries and have experienced in attending leadership programs. Through one-on-one interviews, participants shared their experiences and perceptions of attending the programs. There were four themes that emerged from the data, which include mix-gender leadership program, professional trainers, tailored-made training contents, and training delivery methods. These themes can be applied for improving women's leadership development program design. The program should incorporate the suggested results to conducting further leadership training program in order to most benefit the leaners.

**KEY WORDS:** Women leadership, Leadership development program, Qualitative research

**SUSTAINABILITY DEVELOPMENT AND KAIZEN IMPLEMENTATION FOR  
TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING FROM  
JAPAN'S ODA IN THAILAND**

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**ABSTRACT**

The prominent agenda from Japan's Official Development Assistance (ODA) is to develop human capital, in line with the SDGs vision of "people-centered development." This study aimed to examine Japan's ODA program in Thai vocational education system by establishing the Japanese College Technology, KOSEN. Japan implements the 5S-Kaizen value system in KOSEN in order to promote sustainable growth. This exploratory study combined with Bernstein's Classification and Framing employed a conceptual structure comprised of two variables: 1) the 5S-Kaizen value and its learning mechanism inside Thai-KOSEN as modeled by Vygotsky's (1920) activity theory, and 2) Elkington's Sustainable Development (SD) model (2001). This research incorporated a qualitative approach. Four key informants from JICA and Thai-KOSEN, participated in in-depth interviews. The study concluded that studying 5S-Kaizen in KOSEN, it leads strong classification with strong framing to SDG 8 decent work and economic growth, and proved to be a significant force in embedding eco-friendly practices.

**KEY WORDS:** Sustainability, 5S-Kaizen, TVET, Japan's ODA, and SDGs.

## **WOMEN'S ROLE IN SPORT LEADERSHIP MOVEMENT IN THAILAND: BARRIERS AND FACILITATORS**

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### **ABSTRACT**

The underrepresentation of women in leadership positions in National Sport Organizations (NSO) is a global concern. This research aims to study the context of traditional attitudes, social and cultural, administrative organizational structure process, into the official chief executive of women on governing boards of Sports Organization, Sports Association of Thailand.

The research was primarily based on a qualitative approach to the research problem. This method aligns with the theoretical framework proposed by Myers and Doherty (2007) this study, being the support of its kind in Thailand in sport management seeks to understand the different barriers through this framework. The researcher also analyzed by using the Interpretivism approach in this research for a better understanding of the responses from the sample chosen.

The primary targets were board members, coaches, managers of women and men in leadership positions who could give their perspective on their personal experiences and observations in the work place. These participants were from both team and individual sports. As a basis for deductive analysis, the researcher analyzed contents of documents and policies of the selected sports organizations to understand their daily operations and plans for the organization. Studies using data collected through online semi structured interviews were also conducted. Responses from the interviewees were grouped together according to the themes that emerged from the literature.

The results show that although there have been many advances for women in sport leadership, the role in women leaders in sports organizations were underrepresented in top leadership positions; women leaders are still limit women's options and opportunities to run for sports organizations as well as networking practices. Similarly, to previous studies, the women face individual, structural- cultural barriers. However, there are some topics which needs to be enhanced such as developing self-awareness and sport expertise.

This study contributes to the women as sport leaders in sports organizations, sport policy in Thailand and offers practical implications focused on strategies to recruit women into sports organizations include improvement of existing governing structures with regards to gender equality.

**KEY WORDS:** National Sport Organizations (NSO), Traditional Attitudes, Structural Cultural Barriers

**PROFESIONAL STUDENTS' PERCEPTION ON CAREER TRAINING  
OPPORTUNITIES – A STUDY WITH REFERENCE TO INDIA**

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**ABSTRACT**

In India, placements have become an integral part of an institute's offerings in the professional courses. Placement track records of Institutes and universities help the students to register for admissions. The purpose of the current study was to explore the relationship between professional students' effectiveness of training program with reference to placement. The factors identified are attitude, personality trait, self-efficacy, and student's expectation. Mediating variable is the training programme effectiveness and their factors are soft skills training, leadership training, team building, and simulation. 553 professional students who have attended the placement training were selected randomly. Validated structured questionnaire were used to collect the responses from the students. The study found that the training effectiveness is fully mediating among students' perception and student's placement performance. Study suggests and recommends the education industry to develop positive perception, better training effectiveness and improved student's placement performance.

**KEY WORDS:** Professional students, Training, Placement

### **III. Communication Arts & Management Innovation (CM)**



## **EFFECTS OF SOCIAL MEDIA ON ORGANIZATION CULTURE AND WORK-LIFE BALANCE: A CASE STUDY OF ‘X’ ORGANIZATION IN BANGLADESH**

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### **ABSTRACT**

The use of ICT-induced means including various softwares and social media apps are encouraged to mandatorily practice in organization for faster information dissemination to expedite service delivery. As such, the use of these means has been exponentially increased in organization over the last few decades. It results in speedy disposal of decision, reduction in usual time period in almost all organizations and such benefits are remarkably noticeable. However, captivating ICT means absorb significant amount of time, permeates to private domain and impacts on personnel negatively that adversely affect quality output, organizational harmony ultimately impinging on organization culture. The study aimed at identifying and locating the effects of WhatsApp at individual level in office and examining how the deteriorated situation inhibited organizational development. In order to achieve the objectives, qualitative approach was employed to collect data from ‘X’ organization in Bangladesh. Data generated through communication in official WhatsApp group of that organization from 2017 to 2020 was analyzed utilizing social constructivism approach. The study also utilized participant observation to collect data. It was revealed in the study that the introduction WhatsApp in particular expedited producing outputs in for quick dissemination whereas virtual interaction significantly deteriorated personal relationship, blighted working relation, diminished quality outputs and intensified work-life conflict. Moreover, use of social media created disconnectedness, social alienation, individual isolation and psychological impairment among personnel. Consequently, enormous effects of ICT-induced social media necessitate careful adoption and identification of specific areas with standard procedure to ameliorate the work culture and augment work-life balance.

**KEY WORDS:** Social media, Service Delivery, Communication, Work Culture, Work-Life Balance

## **IV. Applied Statistics & Information and Technology (AS)**



## **ANALYTICAL STUDY OF CLOUD ERP AND ERP**

by

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### **ABSTRACT**

Enterprise Resource Planning is used for more than a decade and it has been a convenient for handle their day today, weekly, monthly, and yearly operations of organizations. It provides flexibility to the existing ERP systems and improves overall efficiency. This research paper aimed at comparing the all aspects of traditional ERP systems with Cloud base ERP System. The challenges before the conventional ERP implementations are analyzed. All the main aspects of an ERP systems are compared with cloud-based approach. The distinct advantages of cloud ERP are explained. The difficulties in cloud architecture are also mentioned.

Cloud ERP is positioned as a revolutionary approach to deploy an ERP solution. It provides a solution that is flexible, adaptable, scalable, affordable, and efficient. Cloud ERP as a business management software has provided big success to deliver business critical data.

Cloud base ERP is the solution for all difficulties faced in conventional ERP system.

**KEY WORDS:** ERP, Cloud ERP, Architecture

**PARENTS' AFTER- CLASS INITIATIVES DISCRIMINATORS OF HIGH AND  
LOW STUDENT MATHEMATICS PERFORMANCE GROUP OF SANTAFE  
NATIONAL HIGH SCHOOL**

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**ABSTRACTS**

Parents involvement in child's education is one way of increasing the academic achievement of the students and that the Mathematics teachers and schools need to address. This study attempted to determine the contribution of parent's initiatives to students' Mathematics performance of Santa Fe National High School by identifying the parents' after- class incentives, the discriminators of High and Low Mathematics performance; and establishing mathematical models to predict student's Mathematics performance and its predicted classifications. The Descriptive Survey Design with correlational analysis were use. The researcher employed one-on-one conduct of questionnaire to ensure 100% retrieval and likewise face- to- face interview for qualitative analysis. Discriminant analysis was used to determine the significant discriminators of high and low mathematics performance. The study found that the following could discriminate high performing schools, sharing knowledge/ideas while assisting the child in doing the assignment, letting the child to do the assignment then check after, giving commendation or appreciation after doing the assignment, talking to the child about what he/she is learning, giving example in their assignment, help the child in doing the assignment when he/she asks questions regarding on assignment, checking the student if they have assignment, making sure that the child understand his/her lessons. Further, following- up the child's attendance in school, instructing the child to study first before playing with his/her friends and sleeping. Furthermore, it is recommended also to limit the use of gadget at home, either cellular phone or tablet.

**KEY WORDS:** Parent's Involvement, Parent's After-Class Activities, Mathematics Achievement, Discriminant Analysis, Mathematical Modeling

## **HOW EMPLOYERS PROTECT DATA AND PRIVACY? MEASURING TRUST IN THE DIGITAL WORLD**

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### **ABSTRACT**

Data protection and privacy pose challenges to many businesses to gain trust and confidence among its employees and workers. Specifically, this article presents the measurement of the level of confidence on data protection and privacy in the workplace. It also presents the relationships between trust and socio-demographics, employment, and technologic profile of the respondents. A total of 4843 were analyzed from 36 countries. An online survey questionnaire was used utilizing the Marcial-Launer Digital Trust in the Workplace Questionnaire. Results show that the overall mean of the trust level as perceived by the respondents is moderate ( $x = 3.01$ ). Likewise, the continent, country's innovation index, country's income level, internet satisfaction, job position, company form, and company size were significant predictors of trust level on data protection and privacy. It is concluded that employees are confident, which is affected by many variables, that their workplaces are protecting their data and privacy.

**KEY WORDS:** Digital Trust, Data Protection and Privacy, Workplace

## **V. DEVELOPMENT ECONOMICS (DE)**



**THE CONSEQUENCES OF PANDEMIC CORONAVIRUS ON GLOBAL TRADE:  
CASE STUDIES ON BILATERAL TRADE BETWEEN US-CHINA, AUSTRALIA-  
CHINA AND SOME SOUTHEAST ASIA COUNTRIES-CHINA**

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**ABSTRACT**

The pandemic of Coronavirus was exposed serious consequences and even exacerbated longer terms than expected on the global economy in multilayers: state, region, and globe. Obviously, in the state level, the volume of Chinese exports was declined, from detection as the origin of the virus spreading uncontrollably in the city of Wuhan. This aggravated on trade dispute between China and US, competitive imposing tariffs. Furthermore, Australia and China 's relation tensed, caused uneasy to cooperate in Regional Comprehensive Economic Partnership (RCEP), for reducing tariffs among 15 members states. In the regional level, Vietnam and Malaysia, as main trade partners of China in Southeast Asia. Vietnam-China bilateral trade improved significant growth; on the other hand, Malaysia-China bilateral trade turned downturn.

The aftereffect from spreading Coronavirus toward the global trade and China's bilateral relations are central to examine in the paper. The paper also focuses on the means of China providing to bridge or to make distance economic relation with other states.

The concept of Supply Chain and Value Supply Chain were applied in this study. The outcome of the study showed that China -US bilateral trade did not only exacerbate from impose import tariffs and restrict quota after the eruption of Corona Virus; but both US and China economy had been facing with an economic recession. Australia and China suspended negotiating of the RCEP agreement; While, China blocked the Coal import from Australia. Vietnam remained importing Chinese goods; on contrary, Malaysia imposed quota on Chinese imports. In short, the Supply Chain was applied to explain and analysis of the cycle of China exports, denied from many parts of the world; as a result, that China has initiated to improve economic growth and constructed bilateral relations in the form of "Vaccine Diplomacy".

**KEY WORDS:** China, US, Coronavirus, Supply Chian and Value Supply Chain

## **IMPACT OF MICRO FINANCE ON SELF HELP GROUPS IN INDIA**

by

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### **ABSTRACT**

A self-help group (SHG) is a voluntary informal group usually composed of 25 to 40 poor local women. This system is closely related to the solidarity lending, widely used by the microfinance institutions. Micro finance is considered as a development tool to eliminate poverty. The study explored the impact of micro finance on SHG members in terms of socio- economic development. Responses from 1126 SHG members were collected through a well structured questionnaire. The factors used to measure the impact are poverty alleviation, Women Empowerment, Economic Growth, Mobilization of Savings, Development of Skills, and social welfare. The study found that with the poverty alleviation and economic growth has a moderate impact on the SHG members whereas the factors women empowerment, mobilisation of savings, development of skills and social welfare has a significant impact on the SHG members.

**KEY WORDS:** Self Help Groups, Micro Finance, Socio-Economic Empowerment

## **VI. Language and Communication (LC) & Tourism Management (TM)**



## **TEXTUAL ANALYSIS OF THE ILOKANO EPIC “BIAG NI LAM-ANG”**

by  
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### **ABSTRACT**

Some Filipino researchers have already analyzed the epic “Biag ni Lam-ang” (The Life of Lam-ang) but none of them used Textual Analysis (Guzman, 2013) which distinguishes this study. Thus, the researcher qualitatively examined the data by determining the thoughts or beliefs, emotions, behaviors and folkways embedded in it.

The foremost thoughts unveiled are bravery, sacrifice, heroism, justice, love, romance, relationship, journey and friendship. The behaviors of the characters are fearless, brave, loving, impulsive, reckless, faithful, hopeful and firm.

Surprisingly, feelings of love of family and loved ones, anger to enemies or rivals, pain to predicaments, determination to love someone, vengeance, and happiness are the primary emotions replicated in the epic.

As to folkways, the following are the major findings: Ilokans are family- oriented, Ilokans are into extended type of families, practice of giving dowry, courtship, giving emphasis on rivalry, Ilokans value and sanctify friendship, belief in a “higher- being” and supernatural forces around nature, and Ilokans interpret meaning from dreams and adheres to superstitions.

Moreover, this textual analysis of Iloko epic can help preserve, conserve and propagate the genuine and rich culture and traditions of the Ilokans in the Philippines.

Lastly, this study is hoped to benefit the Ilokano administrators, teachers particularly students by giving them something to ponder on for them to realize and eventually appreciate the beauty and authenticity of Ilokano mores because customarily speaking, this folk literature relate to and explicate several moral, spiritual, cultural, social, ethnological, traditional and even educational aspects of a society from which they evolve.

**KEY WORDS:** Folk Literature, Epic, Ilokano, Textual Analyses, Biag ni Lam-ang

**ORGANIZATION DESIGN PREFERENCES AND CONFLICT MANAGEMENT  
STYLES AMONG GRADUATE STUDENTS OF NUEVAVIZCAYA STATE  
UNIVERSITY**

by

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**ABSTRACT**

Good organizational design helps communications, productivity, and innovation. It creates an environment where people may work effectively. Among those concerns which they may handle with utmost efficiency is conflicts management which in this study is tested for correlation with organizational design preferences among graduate education students of the College of Teacher Education-Bambang Campus. Tools like profile, organization design preference and conflict management practice questionnaires were used to ascertain the relationship of constructs under investigation. After data analysis using descriptive method of research at 0.05 level of significance, the respondents who were generally female, less than five years in service and mostly specialized in general education displayed organizational preferences which regard leaders to possess roles and functions as authority; and conflict management styles which surfaced the emotional maturity of the respondents. Further, the preferences and styles of the respondents vary significantly when grouped according to their specialization but did not yield significant differences when grouped according to their gender and years of service. As a final point, the respondents' organization design preferences correlate significantly with their conflict management styles.

**KEY WORDS:** Organizational Design Preference, Conflict Management Styles, Graduate Students, Nueva Vizcaya State University

**SPEAKING ANXIETY AMONG SENIOR HIGHT SCHOOL STUDENTS IN  
DIADI REGION HIGHT SCHOOL, VILLA MARZO, CORDON, ISABELA**

by

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**ABSTRACT**

Speaking has been highlighted as the most prominent source of anxiety in language classroom. It is a vital problem that affects the communication skills of every learner. The study was conducted to determine the level of speaking anxiety and preferred affective and social language learning strategies among Senior High School Students of Diadi Region High School, Villa Marzo, Cordon, Isabela. The data was acquired through a survey questionnaire based from Strategy Inventory for Language Learning, Oxford 1990. The questionnaire consist of three parts which include the demographic profile of the senior high school students, level of speaking anxiety and language learning strategies. Descriptive statistics was utilized to determine the level of speaking anxiety and level of language learning strategies. The results revealed that generally, the level of senior high school speaking anxiety is “moderately anxious” particularly when they are asked to answer in their language class. The level of language learning strategies revealed that the respondents agree on the different affective and social approaches. In terms of affective language learning strategy, they generally agree that encouraging oneself to speak English even if they’re afraid to speak is their preferred affective approach while in terms of social language learning strategies, the respondents generally agree that when they do not understand something in English, the respondents ask the other person to slow down or say it again. This study recommended that students should actively join in collaborative activities and engage themselves in speaking English with their classmates to enhance their communication skills. Moreover, teachers should also implement speaking drills and interventions in the classroom that will engage students to speak in English. Through this, the students will have an opportunity to express their opinions, gain self-confidence, thus reducing their speaking anxiety.

**KEY WORDS:** Speaking, Anxiety, Senior High School Students

**THE ROLE OF ORGANIC FARM VOLUNTEERING IN HEALTH TOURISM: A  
CASE STUDY IN TUBTIM KAN ORGANIC FARM IN KANCHANABURI, THAILAND**

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**ABSTRACT**

Today, due to the influence of the internet and social media, people are more concerned about health and food than ever before. Environmental and organic standards have grown in importance in agriculture and in the end Agritourism, making also their potential trade affect more efficiently in marketplaces. Many countries specially developed countries started to use organic food and products for few decades and obtained great results by organic agriculture for healthy life. Many expert farmers as entrepreneurs are promoting organic farming and create jobs for locals as well. Meanwhile, volunteers from the other countries are keen to learn or exchange information and knowledge about organic agriculture. Volunteers as adventure tourists collaborate with the host community to improve organic farming for better life. Tubtim Kan Organic Farm is located in Kanchanaburi western part of Thailand. The volunteer managers, in this study, try to examine farm host motivations for participations in big scale worldwide in organic farms. In other words, farm hosts express their motivations as an attempt to proclaim with organic, spiritual, educational and social movement agendas. Volunteers, in many cases are part of these journeys, offer a substantial contribution through their involvement in a wide range of tasks and their worthy and valuable services to care farms. They help to promote the level of public awareness that reflects governments' perception on the environmental benefits of organic agriculture itself. However, researchers observed both benefits and problematic areas among management, local staff and volunteers. A qualitative research design was used to collect the data. Therefore, a questionnaire was made with different sub parts to obtain the data on the social, cultural and environmental benefits of Organic Farm Volunteering in Health Tourism for all the stakeholders in this project. The obtained data would be applied to find the correlation between the host's motivation with that of the volunteers. Further, it was found that the farm management affected tourism effectiveness through various training classes for international volunteers and staff to exchange their languages and cultures (social- behavioral) for more interaction. The results obtained signified the unique voluntary role of the community in this project and more importantly to reveal solutions to recover problems to support all people financially, economically, and spiritually.

**KEY WORDS:** Organic Farm, Volunteering, Health Tourism, Tubtim Kan Organic Farm, Kanchanaburi,

## **“NEW NORMAL” TOURISM MANAGEMENT FOR WAT PAKNAM PHASI CHAROEN IN BANGKOK**

by

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### **ABSTRACT**

Many countries worldwide have imposed various measures such as a night curfew, a nationwide lockdown or the emergency decree on public administration in emergency situations to limit the international travel, as well as to control the spread of the Coronavirus Disease 2019 (COVID-19). This has greatly impacted Thailand's tourism industry in which tourism has been the top revenue generator for decades. According to Ministry of Tourism and Sports, tourism revenue decreased by 82%, meanwhile international tourist arrivals dropped by 83% in 2020. Wat Paknam Phasi Charoen is one of the tourism attractions in Phasi Charoen district of Bangkok where the COVID-19 pandemic has adversely impacted. Majority of the temple visitors are usually Thais. A new form of tourism called “New Normal” is introduced amid the COVID-19 outbreak. The researcher aims to examine the COVID-19 situation and impact on the temple, to survey tourist behavior and opinion towards new-normal tourism and the preventive measures against the disease, and to provide guidelines for the temple in managing and developing “New Normal” Tourism at Wat Paknam Phasi Charoen. This was a qualitative study in which in-depth interviews were conducted with 59 people consisting of 25 local community, 22 tourists, 12 monks and officers in the temple. Data were collected and analysed via content analysis and purposive sampling.

The findings show that the number of temple visitors has drastically reduced both Thais and non-Thais. They switch their religious activities to online platform. They will visit the temple only on special occasion. The disease causes a change in making a living and lifestyles. To overcome the current COVID-19 crisis, the temple has implemented the preventive measure of DMHTTA imposed by the government, whilst all visitors are cooperative and well-practiced. The informants hope and expect that their life will return to normal around March or April 2021 due to the vaccination. Nevertheless, they will continue to strictly followed the measures until the lifting of restrictions and the decree. In response to “New Normal” tourism, the temple should adopt a hybrid technique in engaging people via virtual temple, along with communication via social media such as Facebook or website.

**KEY WORDS:** Tourism Management, New Normal, Tourism Impact, Temple, COVID-19

## **VII. Law & Public Administration**



**STRONGER EMERGENCE THROUGH DISRUPTION: HOW THE FINNISH  
GOVERNMENT, UNIVERSITY, BUSINESS, AND PEOPLE COLLABORATE IN  
THE COVID-19 OUTBREAK**

by

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**ABSTRACT**

Since 2019, COVID-19 has been spreading at different rates in all countries and regions around the world. Finland is a country located in Europe where is a very serious case since the early of 2020. However, the government can handle the situation well according to the infection and the economic growth rate. In this regard, this paper aims to understand the learning process of the country as an organization where is the people working, the government as an executive, and LUT as a unit in practices in accordance with the four key premises of the Organizational Learning Framework. The analysis reveals that the government has compiled national goals for economic development and people's livelihood, along with goals for dealing with emerging epidemics, by combining management knowledge from countries that have experienced, combined with the knowledge in public health in the country, and cooperating with the private sector. The scenario plan has been created regarding all analyses to be enforced in units. Although the pandemic seems to be spreading out, still LUT University and organizations keep open, and the economic rate pursuits as not too worse. The finding could recommend that the contingency planning synthesized by involved sectors is needed to create the concrete direction along with the multi-communication to make an understanding based on the scientific method for all are the one of possible models in collaborative governance.

**KEY WORDS:** Collaborative, Governance, Organizational Learning, COVID-19,  
Pandemic

## **VIII. Environmental Development (End) and Social Development (SD)**



**DEVELOPING MODEL OF DISASTER RISK GOVERNANCE TOWARD  
RESILIENT LOCAL GOVERNMENT IN THAILAND: CASE STUDY FROM THE  
2014 CHIANG RAI EARTHQUAKE**

by

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**ABSTRACT**

This research aimed to investigate how Northern Thailand's local government, Subdistrict Administrative Organization (SAO), performed Disaster Risk Governance (DRG) with a case study from the 2014 Chiang Rai earthquake in Phan District. There were two objectives: (1) to explain the current DRG mechanism implemented at the province's local level, and (2) to analyze the process of adaptive governance toward resilience from the implementation of DRG at the local level. The research was composed using an exploratory case study by a qualitative analysis for literature review in the current Disaster Management policies at the national and sub-national level, provincial development guidelines, and municipality development plan. Moreover, key stakeholders' interviews were undertaken to supplement the analysis. This research developed a conceptual model of Integrated Disaster Management derived from Ross' Local Disaster Resilience (2013) and the relation model between Adaptive Governance and Resilience by Djalante (2011). The findings revealed the SAO in Chiang Rai had implemented DRG by Context (Disaster, Policy, and Development), Capacities (Institutional, Human Resources, and Financial), and Performance (Disaster Risk Reduction Coordination). However, it is not resilient because SAO has challenges in polycentrism, collaboration, self-organization, and innovation.

**KEY WORDS:** Disaster Risk Governance, Adaptive Government, Resilience, SAO,  
Chiang Rai

**BIODIVERSITY OF MACROINVERTEBRATES AS BIOINDICATOR OF  
WATER QUALITY AT IMUGAN SANTA FE NUEVA VIZCAYA**

by

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**ABSTRACT**

This descriptive study aims to determine the biodiversity of macroinvertebrates and physical condition of the sample sites of Imugan stream, at Sta. Fe, Nueva Vizcaya. The two stations were assessed as indicators of water quality in the stream of Imugan, Sta. Fe, Nueva Vizcaya a lotic type that flows downwards with trees alongside. The taxa group, diversity index, richness index and evenness were determined per sampling station, can have dramatic impacts on the levels of biodiversity. The main factors that affect the richness and distribution of the macroinvertebrates are the site's area, the site's depth creating fluctuations of habitats of bio indicators, that's why there is no equal distribution of species because of the changes of the site's physical condition- depth, width, temperature, velocity and pH level. Thus, macroinvertebrates proved to be good indicators of water quality and should be used as bio indicators in long- term monitoring of the streams. Based from the bio indicators the stream is still in good condition since more macroinvertebrates are found in the sampling area which might indicate that the pollution level is low.

**KEY WORDS:** Biodiversity, Macroinvertebrates, Water Quality, Bio Indicators

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