

“Local Wisdom Knowledge Management, Technology Intelligent and Small and Micro Community Enterprise Reputation ”

การจัดการภูมิปัญญาท้องถิ่น การใช้เทคโนโลยีอย่างชาญฉลาดและการมีชื่อเสียงของวิสาหกิจชุมชน

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ABSTRACT

This study aims to integrate the key components of small and micro community enterprise reputation. The objectives of this study were to investigate whether the impact of knowledge management local wisdom and awareness technology were positively impact on the reputation businesses. The RBV theory explain the conceptual frame work. The sample of this study were 448 who are silk productivity of the Institute of Sericulture Sirikit National Memorial Queen Buriram seminar and the data which are the simple random sampling. This study, test validity and reliability, the descriptives statistics, correlation, and ordinary least squares (OLS) regression analysis are processed to prove the two hypotheses. Overall, the results indicated that that the knowledge management indigenous knowledge and awareness technology have positive to reputation businesses. Theoretical and managerial contributions were explicitly provide. The results were useful the silk productivity for employing management and the government officer encourage the silk productivity to development productivity.

บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาการจัดการความรู้ภูมิปัญญาท้องถิ่น การใช้เทคโนโลยีอย่างชาญฉลาด และการมีชื่อเสียงของวิสาหกิจชุมชน ใช้ทฤษฎีทฤษฎีพื้นฐานทรัพยากรขององค์กรอธิบายกรอบ แนวคิด กลุ่มตัวอย่างได้แก่ผู้ผลิตผ้าไหม จำนวน 448 คน ซึ่งเข้าร่วมงาน ประกวดผ้าไหมระดับจังหวัดบุรีรัมย์ซึ่งจัดขึ้นระหว่างวันที่ 11-12 มีนาคม 2558 ณ ศูนย์หม่อนไหมเฉลิมพระเกียรติสมเด็จพระนางสิริกิติ์ พระบรมราชินีนาถ (บุรีรัมย์) การศึกษาครั้งนี้ใช้การวิเคราะห์ สหสัมพันธ์ถดถอย ผลการศึกษาพบว่าการจัดการความรู้ภูมิปัญญาท้องถิ่น การใช้เทคโนโลยีอย่างชาญฉลาดมีความสัมพันธ์เชิงบวกต่อการมีชื่อเสียงของวิสาหกิจชุมชน ผลการศึกษาเป็นประโยชน์ต่อผู้ผลิตผ้าไหมที่จะใช้ ในการบริหารจัดการบุคลากร และเป็นข้อมูลของหน่วยงานรัฐในการส่งเสริมสนับสนุนผู้ผลิตผ้าไหม

Key Words : Local wisdom knowledge management, Technology intelligent, Small and micro community enterprise reputation

คำสำคัญ: การจัดการความรู้ภูมิปัญญาท้องถิ่น, การใช้เทคโนโลยีอย่างชาญฉลาด การมีชื่อเสียงของวิสาหกิจชุมชน

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Introduction

The eleventh national economic and social development plan Thailand The currently, the country was the civilization because leadership and the governance policy.

The eleventh national economic and social development plan (2012-2016) of Thailand showed that the detail of the development of country as the government want to spread prosperity of the countryside, the concept of government policy want to make operation plan to concrete and the government policy encourage every sector country have the immune of the changing globalization. Especially the government focused to develop the inhabitant who live in the outside country. Moreover, the government of Thailand encourage the inhabitant who live in the outside country. Moreover, the government of Thailand inhabitant to used the concept of self sufficient economy.

Moreover, the community and the inhabitant were the important factor to supported the local city civilization. In addition, the inhabitant have the enterprise community as same as the the small and micro community enterprise which were the important factor to development community. Likewise, Buriram province which the culture country and the silk reputation country. Therefore, the community which encourage to development because they have revenue. Then, this study aim to the key component the small and micro enterprise reputation.

Objectives of the study

The objectives of this study were to investigate that if the local wisdom knowledge management was positive to small and micro community enterprise reputation, and whether the technology intelligent was positive to small and micro

community reputation . There was the Resource base View theory that widely used as the theoretical foundation to describe the firms.

The remainder of this paper is organized as follows. The next section reviews existing significant literature in the areas and streams of local wisdom knowledge management, technology intelligent, and small and micro community enterprise reputation. Second, it links between concept of the aforementioned variables, and develops the key research hypotheses of those relationships. The third section, obviously reports the methodology, including data collection, measurements, and statistics. Finally the study presents the analysis of results and corresponding discussions, contributions, and offer suggestions for future directions together with the contribution.

This study use the resource base view theory (RBV) explain the conceptual frame work. The base of the resource base view shows that the organization have the resource which were value rare imitation and substitute (Barney,1991). Therefore, the organization have the personal or the person local wisdom and the technology. The organization were the reputation and success. Hence, the RBV supported the conceptual in this study and this study have three variable of the conceptual show that Figure 1.

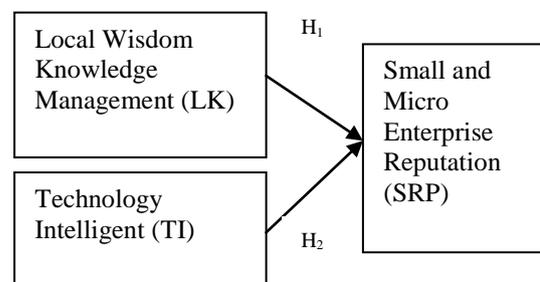


Fig 1 The conceptual research

Local wisdom knowledge management (KL) refers to the persons of the small and

micro enterprise have the best practice to productive the silk. The persons transfer the tacit knowledge of silk productivity to the generation. The young generation who the best learner. Hence, the local wisdom knowledge management was the influence on the small and micro enterprise reputation that lead to hypothesis 1.

Hypothesis 1 Local wisdom knowledge management has the positively on the small and micro enterprise reputation .

Technology intelligent (TI) defines to the competency of the silk productivity who used the technology to creativity the collection and the fashion silk. They used the computer to save the information and knowledge productive silk. They used the IT to communication the product as same as facebook and line. Therefore the technology intelligent was positively to the small and micro enterprise reputation that base on Hypothesis 2

Hypothesis 2 Technology intelligent has the positively on the has the positively on the small and micro enterprise reputation

Small and Micro community enterprise reputation (SRP) refers the silk enterprise have the leaders and the member to productive the silk. They were the small and micro enterprise. They have the tactic to productive the silk efficiency. The customer were the satisfaction silk.

Methodology

This study used questionnaires with the silk productivity in the the Institue of Sericulture Sirikit National Memorial Queen Buriram seminar between. However, the questionnaires completed and retured 448 copies.

There were the professors proved the questionnaires. Moreover, the

questionnaires which were to try out with population as same as the sample group (the silk productivity in Surin province). In addition, the data no problem the validity which the result of factor loading were .447-.761 and the reliability were Cronbach Alpha .523- .817 by Amstrong and Oveton (1977) as shows that Table 1

Table 1 Results of Measure Validation (N=30)

Items	Factor Loadings	Cronbach Alpha
LK	.447-.761	.523
TI	.677-.760	.676
SRP	.731-.884	.817

Before expounding the results of the regression analysis, this study examined possible multicollinearity problems by studying correlations between the variables included in the regression analysis. By means of Pearson’s correlation coefficient, we can measure the degree of linear association between every pair of variables. Indeed, the descriptive statistics and correlation matrix for all variables are presented. The verified multicollinearity problems by intercorrelations among independent variables are not higher than the 0.8 cut-offs (Stevens,2002). The VIFs range 1.00, well below the cut-off value of 10 as recommended by Neter, Wasserman and Kutner (1985), meaning the independent variables and not correlated with each other. Therefore, there are no substantial multicollinearity problems encountered in this study as shown in Table 2.

Table 2 Descriptive statistics and correlation matrix (N=448)

Variables	LK	TI	SRP
Mean	4.495	4.344	4.346
S.D	.799	.491	.722
LK	1		
TI	.565***	1	
SRP	.518***	.425***	1
p<.01 = *** , p< .05 = **			

4.4 Statistic Test

Regression analysis. The ordinary least squared regression analysis used to test all postulated hypotheses. Regression analysis was employed to examine the relationship between dependent variables and independent variable which all variables are categorical and interval data. As a result, all proposed hypotheses in this research are transformed to three statistical equations as shown below.

Equation 1 $SRP = \alpha_{01} + \beta_{02}LK + \epsilon_1$
Equation 2 $SRP = \alpha_{03} + \beta_{04}TI + \epsilon_2$
Equation 3 $SRP = \alpha_{05} + \beta_{06}LK + \beta_{07}TI + \epsilon_3$

Results and discussion

In this section, Table 3 shows the results of OLS regression, the relationships among local wisdom knowledge management and technology intelligent were positively influence on small and micro community enterprise reputation the case study the silk productivity as shown in Hypotheses 1 and Hypotheses 2 and shown in model 1 and model 2

Firstly, **Hypothesis H1 was supported.** (H1: $b_1 = .665$, $p < 0.10$). The previous research suggests to the organizations that have the person best practice to work and the member awareness to learning the tacit knowledge. The result of productivity was the product efficiency. Moreover, the employees have the experience and they have the expertise of their job. All of that,

the job was the efficiency and the customer satisfaction. Interestingly, the team executive encouraged the information technology policy in the workplace(Liu, Song and Cai, 2014)

Therefore, Hypotheses H1 was supported.

Table 3 Results of OLS Regression analysis

Independent Variables	Dependent Variables		
	SRP (1)	SRP (2)	SRP (3)
LK	.665*** (.035)		.329*** (.050)
TI		.693*** (.034)	.443*** (.050)
Adjust R ²	.442	.479	.524
VIF	1.419	1.145	1.324

p<.01 = *** , p< .05 = **

The second, the previous research shows that the technology which supported the firm as same as the businesses used the software for operation (Engelen,Schmidt, Strenger, and Brettel ,2014). Likewise the silk productivity who used the technology supported the stored knowledge and communication the team and the customer. Therefore, the technology intelligent have the positively on the small and micro enterprise reputation Wang, ,Hult, Ketchen, and Ahmed (2009)..Thus **Hypothesis H2 was supported.** (H2: $b_1 = .693$, $p < 0.10$)

Discussion and Conclusions

This study is intended to provide a clearer understanding of the relationships among local wisdom knowledge management ,technology intelligent and the small and

micro enterprise reputation . Looking at the results, this study confirms the objective. The local wisdom knowledge management was the important factor in the businesses because there were many businesses tried to operate the organizations to be survival. In addition, the technology was important factor to supported the organization operation. Moreove, the RBV which the theory to explain this conceptual. The results were useful the silk productivity for employing management and the government officer encourage the silk productivity to development productivity.

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