



The Factors of Community Survival : The Case Study of Tambon Pakham, Amphoe Pakham, Buriram Province, Thailand

Abstract

This study aimed to study the relations of the inhabitant of participation, the inhabitant open mindedness and community survival. There were the theory explaining the conceptual framework, namely need theory of Maslow and dynamic capability theory. The sample was the 220 inhabitant in Tambon Pakham, Amphoe Pakham, Buriram province, Thailand. This study, test validity and reliability, the descriptive statistics, correlation, and Ordinary Least Squares (OLS) regression analyses were used to test the 2 hypotheses. The result, the inhabitant of participation had the positively influence on community survival. Interestingly, the inhabitant open mindedness has the positive influence on community survival. However, the inhabitant behavior were the important factor which they supported the community success as the inhabitant were the civic virtue and altursim behavior. From the results of this study helps the leaders in the community of the countryside in Buriram and another region of Thailand identify and justify key component that affect the inhabitant of participation and the inhabitant open mindedness. Theoretical and managerial contributions are explicitly provided. The study should be extend to another context with a variety of research instrument.

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Keyword : The inhabitant of participation; The inhabitant open mindedness; Community Survival

1. Introduction

Thailand is the country in the Southeast Asia and Thailand will be the member of ASEAN in 2015. However, 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.

Likewise, the concept of self sufficient economy as same as the concept of businesses. The businesses were the survival because the businesses adapted the situation. In additions, the research suggested the adaptation was the dynamic capability approach. The executive teams of businesses were understanding the situation of external and internal of businesses. Moreover, they have the proactive vision to looking the future. The policy organization follow the trail the environment businesses. The concept inhabitant have the quality of life more than the past. They have the tacit knowledge as the equipment operated the life. Moreover, the people have the sufficient economy which was the immune of life (Keh, Nguyer & Ng, 2007; Wiklund, Dean & Shepherd, 2005; Lumpkin & Dess, 2001)

In the context of Buriram province was the countryside and Buriram was the province which in the northeastern part of Thailand. The past of five years, Buriram province changed very fast. The businessmen suggested that Buriram province have the football stadium and circuit car racing international standard. There were the businessmen interested the businesses and investment in Buriram. Although Buriram was the modern country, but the government focused the inhabitant have the quality life. The government supported the policy and the government gave the project self sufficient economy. The government hoped the inhabitant of Buriram were the happy country. Thus, this study showed that the inhabitant have the community success and community survival. However, the result in this study was the model which supported the another community in Buriram. Thus, this study showed that the community was success and community survival. However, the result of this study was the prototype model. The another community brought the model to using (Kridram et.al,2014)

For the objectives of this study were to investigate that : The first, to study the inhabitant of participation was positive to community survival. The second, to study the inhabitant open mindedness was positively to community survival. There was the need theory of Maslow was widely used as the theoretical foundation to describe the community have the inhabitant harmoniousness and civic virtue behavior. The inhabitant want to develop the life quality of inhabitant. Likewise, the motivation theory explained the inhabitant mindedness and community survival. That of all, the community was success.

The scope of this study included that the first was the introduction, the second was the theoretical foundation, the third was the literature review and hypotheses development, the fourth was the research method, the fifth was results, the six was the conclusion and the suggestions, the seven was the future research and final was the acknowledgements.

2. Theoretical foundation

The current study focused on the Maslow theory or the need theory which were used to explain the inhabitant of participation . Interestingly, the base of need theory suggested the organizational were the

success because the organizational have the planning and employee (Dessler, 2013). The inhabitant who lived in the countryside. They wanted to developing the quality life as the security, occupation and the revenue. Moreover, this current study used the dynamic capability theory to explain the inhabitant open mindedness and community survival.

More, in this study literature review theoretical that to study in this conceptually link dynamic capability theory refers to firm operated the process of firm in the rapidly environmental change and firm managed resource and employees agreeable with situation. However, dynamic capability defined as the firm that uses resource advantage according to event and time (Eisenhardt & Martin, 2000). The article of Griffith et al., (2006) suggested that dynamic capability approach is tool of entrepreneurial proclivity relative positive to market responsiveness . Likewise, Teece et at., (1997) find to dynamic capabilities helpful to organizational form that has increasing rent as resource- based advantage. On the other hand, the researcher used the dynamic capability to explained the quality life of inhabitant. Interestingly, the globalization changing which pushed the life of inhabitant changing. Thus, the inhabitant adapted the local life and the community was the survival.

This study challenges to conceptually link the inhabitant of participant and the inhabitant open mindedness that are the main determinant of driving from community survival. In this study, we purpose that all constructs are positive. Thus, the conceptual and linkage model presents the relationships between all of constructs, as shown in Figure 1.

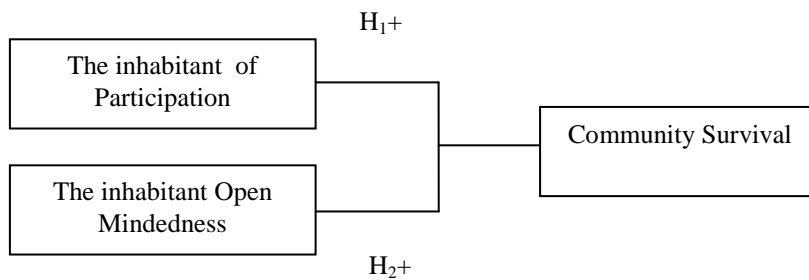


Fig. 1. Relationship model of the inhabitant of participation, the inhabitant mindedness and community survival

3. Literature review and hypotheses development

The inhabitant of participation refers to the level of the people who lived in Tumbon Pakham, and they have the civic virtue and altruism behaviour. Moreover, the inhabitant accepted the comment of members in the community and the members who lived the community, they liked to help the activities community . Likewise, the inhabitant have the community responsibility (Shin and Zhou, 2003). However, in the context of community, the inhabitant have the seminar and they shared the new idea. Likewise, the village headman and the follower have the same idea to development the community(Kridram et.al,2014). On the other hand, the organizational have the employees who were the civic virtue and altruism personality. The organizational

performance. Interestingly, the businesses have the employees who accepted the another members so the organizational success. Although they have different ideas, but they have the positive arguments. Therefore, the context of community, the inhabitant have the different idea but they have the conflict positively. They wanted to development their community to success (Fujjia, Gollwitzer and Oettingen, 2007). Thus, based on extant literature, the relationship between the inhabitant of participant related to community survival, was hypothesized as:

Hypothesis 1: The inhabitant of participation will have positively related to community survival

The inhabitant open mindedness refers to the level of the people who lived in Tumbon Pakham, they have the volunteerism behavior. The inhabitant donated the money for the social and community. The inhabitant step forward to help the activities in Buddhism. Interestingly, the people aware the justice and ethic. The inhabitant encourage the people were the trust man. The inhabitants were the leniency person and the gentleness person. Moreover, the inhabitant were the graciousness. However, the previous research showed that the people were the open mindedness. They helped the organizational leading to organizational success. In the context community, the inhabitant who were the high open mindedness. They accepted the new things as new knowledge, new idea and new practices . They supported the community success. Thus, the inhabitant open mindedness have the positively influence on community survival. These ideas lead to posit the following hypothese.

Hypothesis 2: The inhabitant open mindedness will have positively related to community survival

Community survival refers to the inhabitants have the happy life and they have the techniques to protect the proactive environment as economic, social changing and technology (Reb and other,2013). The community have the reward from the government as the Moo Ban Kin dee Mee Suk. In addition, the community which accepted by social (Phong-inwong and Kwangkankrai,2013). The inhabitant used the self sufficient economy technique. The inhabitant have the simple life and the happy life. For example, the inhabitant have the little farm. They have some fishes and chickens. They have the little farm and they have some vegetables and fruits in all year around. In additions, Tumbon Pakham have the community reputation in Buriram province. The another villages visited to Tambon Pakham. As all result, the inhabitant of Pakham have the proud of their local. Therefore, the Tambon Pakham was the excellence townside. Therefore, the Tambon Pakham was the excellence countryside.

4. Research Method

4.1 Sample and data collection procedure

The sample was the 220 inhabitant in Tumbon Pakham, Amphoe Pakham, Buriram province, Thailand. The population were 3,000 inhabitant who were from the list of the Tumbon Pakham subdistrict administrative organization. The questionnaires which sent to the office of village leader and the inhabitant make the questionnaires by check list. However, the questionnaires were missing 133 and there were the completed 220.

The sample was the important factor of the research. This study the sample was the inhabitant in the countryside. The reason of the research used the inhabitant of Tambon Pakham were the the sample group. The inhabitant have the local life and the government officers gave the management community concept. Moreover, the government encouraged the inhabitant skill and the excellent idea. In the last year, Tambon Pakham community was to recruitment from the government of Buriram province. In the last year, Tambon Paknam community was to choose to be the Moo Ban Kin dee Mee Suk as happy village. Kin dee Mee Suk was the reward of Buriram government. Moo Ban Kin dee Mee Suk as the village happiness. The inhabitant involved to development the community. The young generation who lived in the community. They have to think positive and they avoided the drug. Thus, the inhabitant were the good data.

4.2 Variables

The current study , there were three variables and there were measured by 5-point Likert's scale.

The inhabitant of participant was evaluated by the inhabitant behavior as the inhabitant had the civic virtue and altruism behavior. Moreover, the inhabitant accepted the comment of members in the community and the members who lived the community, they liked to helping the community activities. However, the previous research showed that the people have the participant. The inhabitant have the different idea but they have the conflict positively (Kridram et.al,2014). The inhabitant of participant used seven –item scale

The inhabitant open mindedness was evaluated by the level of the inhabitant joined the activities of community and the level of inhabitant operated the activities Buddhism. The people who lived in the community sacrificed the time and something for the community. The people gave the public utility for the community. The inhabitants were the leniency person and the gentleness person. Moreover, the inhabitant were the graciousness. However, the previous research showed that the people were the open mindedness. The inhabitant mindedness used eight –item scale

Community survival is evaluated by the level of the inhabitants have the happy life and they have the techniques to protect the proactive environment as economic, social changing and technology. The community have the reward from the government as the Moo Ban Kin dee Mee Suk. In addition, the community was accept by social (Phong-inwong and Kwangkankrai,2013) The community survival used eight-item scale.

4.3 Reliability and validity

This study which assess the measurement model using confirmatory factor analysis (CFA) and test the hypotheses using multiple regression analyses by n=30. The set of items to CFA to test validity of construct, all factor loading are .523 to .843 as being greater than 0.40 cut-offs and are statistically significant the rule-of-thumb (Nunnally and Bernstein,1994), the results are as shown in Table 1. The reliability of the measurement was evaluated by Conbach's alpha coefficients. The value of Conbach's alpha coefficient for all constructs is higher than the 0.6 cutoff value (Hair. 2006: 340), ranging from .665 to .883, the results are as shown in Table 1 and to evaluate each item according to their expert opinions as to whether each item was measured what had intended to measure (content validity)

To protect possible response bias problems between respondents and non-respondents, a t-test comparison of the means of all variables between early and late respondents is conducted corresponding with the test for non-response bias by Amrmstrong and Overton (1977). The results show no significant difference between early and late respondents demonstrates non-response bias between respondents and non-respondents. And

the late respondents represent non-respondents. Thus, non- response bias is not a problem in this research.

Table 1. Result of measure validation (N=30)

Items	Factor loading	Conbrach Alpha
The inhabitant of participant (IP)	.726-.843	.883
The inhabitant open mindedness (IM)	.592-.774	.813
Community survival (CS)	.523-.775	.665

4.4 Hypotheses testing

This study utilized regression analysis to verify the research framework and hypotheses. The independent variables were entered into the equations as a group (stepwise method). The grades that were calculated from exploratory factor analysis were used. Data in the inhabitant of participant, inhabitant open mindedness and community survival were average. The conceptual models were specified as follows.

$$\text{Equation 1: } CS = \beta_{01} + \beta_{02}IP + \epsilon_1$$

$$\text{Equation 2: } CS = \beta_{03} + \beta_{04}IM + \epsilon_1$$

Table 2. Descriptive statistics and correlation matrix (N=223)

Variables	The inhabitant of participant (IP)	The inhabitant mindedness (IM)	Community survival (CS)
Mean	3.815	3.884	3.755
S.D	.611	.573	.520
The inhabitant of participant (IP)			
The inhabitant open mindedness (IM)	.674***		
Community survival (CS)	.575***	.609***	

***p<.01, **p<.05, *p<.10, Beta coefficients with standard error in parenthesis

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. In this way, by means of pearson’s correlation coefficient, we can measure the degree of linear association between every pair of variables. In deed,the descriptive statistics and correlation matrix for all variables are presented. The verified multicollearity 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 are not correlated with each other. Therefore, there are no substantial multicollinearity problems encountered in this study as shown in Table 2.

5. Results

Table 3 presents the results of OLS regression of the relationships among job satisfaction, motivation and organizational commitment which are shown in Model 1 and Model 2.

The model 1, the previous researches show that organizations have success because the organizations have employees who were the civic virtue and altruism. In addition, the employees have the opinion and the idea between members and leaders. For the community, the inhabitant who accepted the other inhabitant. Moreover, the inhabitant has the participation with the members in the community, and all of the results showed that the community was successful (Kridram et al., 2014). Interestingly, the inhabitant's behavior as the inhabitant had the civic virtue and altruism behavior. Moreover, the inhabitant accepted the comment of members in the community and the members who lived in the community, they liked to help the community activities. However, the previous research showed that the people have the participant. The inhabitant has a different idea but they have a conflict positively. Hence, H1 was supported. (H1: $b_1 = .578, p < 0.01$)

Table 3. Result of OLS Regression Analysis^a

Independent Variable	Dependent Variable	
	Model 1	Model 2
	Community survival (CS)	Community survival (CS)
The inhabitant of participant (IP)	.578*** (.055)	
The inhabitant open mindedness (IM)		.607*** (.054)
Adjust R ²	.331	.365
VIF	1.00	1.00

***p < .01, **p < .05, ^a Beta coefficients with standard errors in parenthesis.

Interestingly, the model 2 showed that the inhabitant open mindedness has the positive influence on the community. Phong-inwong and Kwangkhankrai (2013) suggested to the community which the inhabitant aware the social responsibility and they joined the activities community. Moreover, the inhabitant focused the community culture and activities Buddhism. Especially, the inhabitants were the leniency person and the gentleness person. Moreover, the inhabitant were the graciousness. That of all result, the community were survival. Therefore ,H2 was supported. (H1: $b_3 = .607$, $p < 0.01$)

Especially, the result showed that the inhabitant of participant and the inhabitant mindedness were the positively on the community survival. Interestingly, in the context of Thailand, the people were the Buddhist. Thus, the culture pushed the people to be the good person. The people are afraid of the something wrong. Therefore, hypothesis 2 was the high significantly.

6. Conclusion and suggestions

This study showed that the result of the inhabitant of participation and the inhabitant open mindedness were the positively influenced on community survival. The the relations of independent variables and the dependent had the high significantly because the inhabitant were the civic virtue and altruism used the self sufficient economy technique supported. From the result of this study, the context of Thailand the inhabitant who used the concept of self sufficient economy. Interestingly, the self sufficient economy was the policy of king of Thailand, and the self sufficient economy which was the planning for inhabitant to operate in there lives. In addition, the result of the study was confirm the objective in this study.

However, the Maslow's theory supported the conceptual framework. The inhabitant need to development quality life and they wanted to life modern. Moreover, they were very happy life in the local home. In addition, the dynamic capability explained the scope of this study. In addition, the dynamic capability theory explain the scope of this study. The based of dynamic capability describe the inhabitants were the people success (Teece et al., 1997). They adapted the life style. The inhabitant used the resource local to management life. For example, they have the little farm and they have some vegetables and some fruits. They do not buy some food. The inhabitant used the resource local. They used the self sufficient economy technique to management there life. The result showed that the sample group were the good data. The inhabitant of Tambon Pakum were the excellent inhabitant model.

Especially, this study showed that the research method was the quantitative research. The researcher tested the validity and reliability of variables. Moreover, the researcher test the bias of respondent. To protect possible response bias problems between respondents and non-respondents, a t-test comparison of the means of all variables between early and late respondents is conducted corresponding with the test for non-response bias by Amrmstrong and Overton (1977). The results show no significant difference between early and late respondents demonstrates non-response bias between respondents and non-respondents. And the late respondents represent non-respondents. Thus, non- response bias is not a problem in this research.

However, the result of this study to help the village leader used the inhabitant of participation to development the community. Moreover, the inhabitant open mindedness was the important variable. The inhabitant open mindedness was the individual personality. If people in society have very open mindedness the social have the happy. Therefore, all of result in this study suggested the concept model helped the leaders to management the another organizational or the another villages.

7. Future research

The current study was the scope of Tambon Paknam, Amphoe Pakham, Buriram Province. It may be the some variables have the positively influence on community success. The researcher used the Maslow's theory and dynamic capability approach. However, the future research may be the creativity theory. The creativity theory suggested the individual knowledge. The creativity theory described a creativity that shared knowledge of team work and team members awareness effective work.(Zhao et al.,2010). Thus, the context of villages or community, the community were success. Moreover, in the future research may be test the variables as the leadership, the Big Five model of inhabitant as The Big Five model were the personality traits in terms of five orthogonal dimensions including Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience (McCrae & John, 1992). Moreover, the future research tested the concept of the organizational citizenship behavior (OCBs) refers to the individual behavior that is indirect a formal reward system, the behavior that positively effect on organization (Harris, et al,2014). Moreover, the organizational citizenship behavior is the helping behavior, sportsmanship, conscientiousness, and civic virtues (Podsakoff et al., 2000). However, the OCBs helped the organizational and the businesses to success. Likewise, the community was the success because they have the inhabitant who have the personality of sportsmanship, conscientiousness, and civic virtues.

However, the researchers used the quantitative research as the focus group or in-depth interview. Likewise, the researcher used the longitudinal study. In additions, the study will be to studying another context and the researchers used the in depth interview technique.

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