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UNIVERSITY of GREENWICH
LINCOLN UNIVERSITY Te Whare Wānaka O Aoraki

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Welcome Address from President, Sripatum University

Welcome to the eighth volume of International Journal of Management, Business, and Economics (IJMBE). IJMBE is dedicated to increasing the depth of the subject across business disciplines with the ultimate aim of expanding knowledge of the subject. The IJMBE is a thrice peer-reviewed journal published by Graduate College of Management, Sripatum University; University of Greenwich; and Lincoln University.

In retrospect, Sripatum University, one of the oldest and most prestigious private universities in Thailand, was established in 1970 by Dr. Sook Pookayaporn by the name " Sripatum College." The name "Sripatum" meaning "Source of Knowledge Blooming like a Lotus" was conferred on the college by Her Royal Highness the Princess Mother. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill the students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development.

To strive to be among the best, this third issue of the IJMBE is therefore instrumental for the most important academic growths to extend a high quality tradition in the education field to the world. The journal welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence, and will publish original articles in basic and applied research, case studies, critical reviews, surveys, opinions, commentaries and essays. It is hoped that this third issue will set a new benchmark in terms of academic publications. Through the support of our Editorial and Advisory Boards, I hope this journal could provide academic articles of the highest quality to all readers.

Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University

Welcome Address from Dean, Sripatum University

It is appropriate to celebrate the continuity of an exciting and esteemed journal. The IJMBE will serve and provide a forum for exchange of ideas among business executives and academicians concerned with Management, Business, and Economics issues. With the rapid evolution of corporate business from international to global in recent years, general business has been one of the areas of greatest added complexity and concern for corporate managers. The IJMBE will be an academic journal combining academic inquiry and informed business practices. It will publish empirical, analytical, review, and survey articles, as well as case studies related to all areas of Management, Business, and Economics. A sentiment often expressed by practitioners is that academic research in general may not be addressing the most relevant questions in the real world.

It is fair to say that the IJMBE will publish high-quality applied-research papers. Nevertheless, studies that test important theoretical works and shed additional light on the issue with some business implications will also be solicited. Each submitted paper has been reviewed by several members of the IJMBE international editorial board and external referees. On the basis, we would like to thank all of them for their support with review process of submitted papers.

I cordially invite papers with theoretical research/conceptual work or applied research/applications on topics related to research, practice, and teaching in all subject areas of Management, Business, and Economics, or related subjects. I welcome paper submissions on the basis that the material has not been published elsewhere. The ultimate goal is to develop a journal that will appeal to both management and business practitioners. I expect the IJMBE to be an outstanding international forum for the exchange of ideas and results, and provide a baseline of further progress in the aforementioned areas.

Assoc. Prof. Dr. Vichit U-on
Dean, Graduate College of Management
Sripatum University

The Editors

Editor-In-Chief

Dr. Ungul Laptaned is an Assistant Professor in the Graduate College of Management, Sripatum University. He graduated with a Ph.D. in 2003 from the University of Nottingham, United Kingdom in the field of Manufacturing Engineering and Operations Management. Ungul has published over 60 proceedings and journal papers; for instances, Industrial Engineering Network, Asia Pacific Industrial Engineering and Management, International Association of Science and Technology for Development, Operations and Supply Chain Management, Intelligent Manufacturing System, Business and Information, etc. He served as a program chair and a steering committee for several domestic and international conferences. He was a journal editor of International Journal of Logistics and Transport, and Thai Researchers' Consortium of Value Chain Management and Logistics Journal, and has consulted for several public organizations and industrial firms on logistics and supply chain management such as Thailand Research Fund, Phitsanulok Province, Public Warehouse Organization, Amatanakorn Industrial Estate, Wyncoast Industrial Park, Iron and Steel Institute of Thailand, Chacheongsao Province, JWD Infologistics Co., Ltd., Kerry Distribution (Thailand) Co., Ltd., TKL Logistics and Supply Chain Co., Ltd., and Ministry of Transport (Thailand).

Associate Editor

Dr Ioannis Manikas holds a Bachelor in Agriculture and a Master of Science in the field of logistics from Cranfield University. He holds a PhD from the Department of Agricultural Economics in AUTH and his primary interest includes supply chain management, logistics and agribusiness management. Dr Manikas has conducted research for projects regarding supply chain modelling, development of IT solutions for agrifood supply chain management and traceability both in Greece and the UK. He has a wide experience in the elaboration of research proposals under FP6, FP7, and Eurostars-Eureka funding mechanisms; lifelong learning oriented programmes such as Leonardo; and Interregional development programmes such as Interreg III and Interreg IV. His work as a self employed project manager and consultant in the agrifood sector includes the design and development of regional operational programmes; analysis of regional needs and respective development policies focused on rural and food production; definition of funding areas and financing resources; definition of strategic goals for regional development and formulation of respective performance monitoring systems; and assessment (ex-ante, on-going, ex-post) of the implementation of EC and national funding mechanisms in national and regional levels.

Guest Editor

Dr. Gilbert Nartea is an Associate Professor in the Waikato Management School, University of Waikato, New Zealand. Dr. Nartea graduated a Master's Degree from New England and a Ph.D. from Illinois, USA. He is a senior lecturer in Finance. His teaching interests are in the area of investments, futures and options, and finance. The area of research interests area asset pricing, investment management, decision-analysis and risk management, and microfinance and poverty alleviation. He has published several papers in such journals as of Property Investment and Finance, International Journal of Managerial Finance, Asian Journal of Business and Accounting, Australian Journal of Agricultural and Resource Economics, Pacific Rim Property Research Journal, Review of Applied Economics, Review of Development Cooperation, American Journal of Agricultural Economics, and Journal of the American Society of Farm Managers and Rural Appraisers.

Foreword

Welcome to the 1st issue of the 9th volume of International Journal of Management, Business, and Economics (IJMBE), the Editors received a number of papers from different countries such as China, India, and Thailand. The received papers encompassed many areas of marketing, banking, economics, insurance and risk management, industrial and operation management, strategic management, and international and global business management. After the review process, a total of ten manuscripts were selected for publication.

The first article is authored by *Binghui Su and Shu-Chen Yang,* and named as "*A Study of the Influence of Brand Awareness and Service Quality on Purchase Intention*". This paper adopts the potential consumers of BYD new energy vehicles in Shanghai as the research objects to describe the relationship between service quality, brand awareness, consumer trust and potential consumers' purchase intention of BYD new energy vehicles.

The second article is conducted by *Jun Jiang*, and is entitled "*Market Risk and Banking Regulation*". The study seeks to explore the optimal banking regulations with due considerations given to the CRA (Community Reinvestment Act) and FDIC (Federal Deposit Insurance Corporate) as representatively the most important regulatory tools in seeking efficiency in banking operations and preventions of system risk.

The third paper is examined by *Kannika Inchana and Thanarit Thanaiudompat*. Their paper is entitled "*The Sport Management: Managing Ju-Jitsu Sports Teams for Sporting Excellence*". The purpose of this academic article was to describe the process applied to the management of Ju-Jitsu sports teams in Thailand.

In the fourth article, entitled "*Creative Performing Arts Projects in New Media: The Phenomenon of Adaptation of Performing Arts Curricula in the Digital Era",* is written by *Natthakan Bunsiri*. The purpose is to present development in Performing Arts in Thailand that results from the adaption of curricula, adapting the idea in world learning instruction in order to increase ability of learners and in order to focus on the issue of digital civil being for students continuously.

The fifth article is authored by *Ruangurai Setsungnoen, Waraporn Thaima, and Pattrawadee Makmee*, and is entitled "*The Management Guidelines of Master of Education Program in Educational Administration in Private Higher Education Institutions Based on Thailand Qualifications Framework*". This research study was aimed at investigating the management of Master's Degree programs, Faculty of Management Studies, Private Higher Education Institutions.

In the sixth article, entitled "*A Study on the Impact on Training and Upskilling on Transgender Individual with Special Emphasis on Internationalized Oppression at Workplace*" conducted by *Pemmineti Pujith and Vanishree, V*. This paper highlights the idea of training transgender workers for corporate roles and provides a detailed comprehensive plan to assess all the factors of internalized oppression.

Article number seven is entitled "*Communication Effects of Radio Music Program in Fujian Radio and TV Stations*", and is examined by *Wendi Lin, Kovit Kantasiri, and Suvida Neramit-aram*. This paper investigates the listener's choice tendency and listening habit of Fujian radio and TV station radio music program.

The eight article is conducted by *Yutthapoom Meepradit and Titinun Auamnoy*, and is entitled "*Interaction on Health Promoting Lifestyle and Academic Achievement between Thailand Burapha University and Malaysian Management and Science University pharmacy 2018*". This paper compares demographic data between Thai Burapha University (BU) students and Malaysian Management and Science University (MSU) students.

Article number nine is written by *Yutthapoom Meepradist and Titinun Auamnoy*, and is entitled "*Association between Anxiety and Sleep Quality of Elderly in Chonburi, Thailand 2019*". The objectives were to collect data of sleep quality, anxiety and drug use for insomnia, and identify association between sleep quality and anxiety.

Last but not the least, the article entitled "*A Study of the Influence of Employee Self-Expectation on Turnover Intention: Taking Occupational Loneliness as a Moderator Variable*" is examined by *Ziqiang Tian and Shu-Chen Yang*. This study explores the effect of employee self-expectation on turnover intention in China's intensive service industry.

It is hoped that you will enjoy reading these articles and that they will generate responses and discussions that will help advance our knowledge of the field of Management, Business, and Economics. The Editors and the Editorial Board of the IJMBE would like to welcome your future submissions to make this journal your forum for sharing ideas and research work with all interested parties.

Ungul Laptaned
Editor-In-Chief

Ioannis Manikas
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Guest Editor

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Abstract

This paper adopts the potential consumers of BYD new energy vehicles in Shanghai as the research objects to describe the relationship between service quality, brand awareness, consumer trust and potential consumers' purchase intention of BYD new energy vehicles. This paper focuses on service quality, a service-oriented approach, and brand awareness, a marketing-oriented approach, to study which of these two methods is more predictive of consumers' purchase intention. This is also the purpose of this paper. Through a survey of 304 consumers in four BYD new energy vehicle stores in Shanghai, China, this paper finds that service quality and brand awareness positively predict purchase intention and consumer trust; and consumer trust positively predict purchase intention; therefore, consumer trust plays an intermediary role between BYD's brand awareness of new energy vehicles and consumers' purchase intentions.

Keywords: Service Quality, Brand Awareness, Consumer Trust, Purchase Intention

1. Introduction

1.1 Background and Importance of the Problem

Due to the increasingly severe global climate, such as global warming, bad weather condition, environmental pollution and energy crisis, the development of new energy vehicles can control greenhouse gas emissions, improve the atmosphere, and enhance energy security. Therefore, most countries in the world are actively developing and supporting new energy vehicles to replace traditional fuel vehicles. According to statistics, the number of vehicles in China in 2019 has reached 348 million, and the number of new pure electric vehicles is only 3.1 million, accounting for 0.98%. How to effectively promote new energy vehicles has become a hot issue. In this context, the study of the purchase intention of pure electric vehicles has become an urgent issue in the academic circles (Fang, 2019).

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Since the introduction of the "two-pronged approach" policy, fuel bans have been issued worldwide, and new energy vehicles have gradually gained a place in the market (Li, 2014). BYD is one step ahead in the higher market of RMB 120,000 to RMB 300,000, and has a market share of nearly 70% in the field (Cao, 2017). Regarding the sales of BYD's new energy vehicles, it is easy to carry out research on consumers and potential consumer groups, as well as representative research. Therefore, this study takes the potential consumers of BYD's new energy vehicles as the research objects.

The PZB model of Parasuraman, Zeithaml, & Berry (1985) is applied to various fields and industries. For example, automobile marketing includes pre-sale service and after-sales service (Li, 2006). At present, there are more researches on the service quality and after-sales service quality of automobile 4S stores at home and abroad. There is very little research on the pre-sale service quality of automobile marketing, especially the new energy vehicles. In recent years, the sales of new energy vehicle industry have dropped sharply. With the fierce competition from various manufacturers, marketing services have become a new profit growth point and breakthrough point for enterprises. The service quality of new energy vehicles supported by marketing services becomes particularly important.

1.2 Research Question

When consumers buy the products of a brand, the brand can let consumers know that they can firstly think of the brand when buying products. This is brand awareness. The main reason consumers choose to buy products is their willingness to buy (Soyeon & Mary, 2001), and confidence is the most basic and important factor in the distribution industry. Therefore, this paper takes consumer trust as an intermediary to study whether service quality and brand awareness can influence purchase intention through consumer trust.

From the research background, the promotion of new energy vehicles is a hot issue. Therefore, studying the purchase intention of electric vehicles has become an urgent problem in the academic circles. Regarding the service quality oriented by service and brand awareness oriented by marketing, which of these two methods has a greater impact on consumers' purchase intentions is also the purpose of this paper.

1.3 Research Objective

Therefore, this study takes BYD's service quality and brand popularity as the starting point, and takes the current consumer's trust in the new energy vehicle as the intermediary to explore its relationship with the purchase intentions.

The research of this paper has the following significance.

1) Practical significance: Given the hot spot of the car purchase market in 2019, the new energy vehicle has gradually emerged from the explosive sales, but the marketing of the new energy vehicle is very different from the traditional vehicle (Sun, 2020). It is hoped that the research of this paper can provide marketing suggestions for automobile manufacturers.

2) Theoretical significance: By taking service quality and brand awareness as explanatory variables, consumer trust as intermediary variables, this study explores the direct and indirect effects on purchase intention. By taking the product's external service quality and internal brand awareness

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as a breakthrough point, this study analyzes the difference between external service quality and internal brand awareness on purchase intention.

2. Literature Review

2.1 Related Concepts and Theories

Parasuraman, Zeithaml and Berry (1985) proposed to define service quality as the gap between the customer's expectations of the service and the customer's actual perception of the service after receiving the service. Chen and Yu (2006) believe that when customers feel that the quality of service is high, customers will recognize the merchant's products, and their actual perception is greater than expected, which will produce better satisfaction and consumers will be more willing to buy the product at the same time. Dodds, Monroe and Grewal (1991) proposed that intention is a key element in the attitude structure, which can be used to predict the occurrence of actual behavior. Many scholars have proved that the increase in satisfaction will increase purchase intention (Li and Huang, 2017; Guan, Lu, and Zhao, 2016; Yu and Han, 2017), indicating that service quality can directly affect consumers' purchase willingness. Besides, the profits and growth of an enterprise mainly comes from customer loyalty, and customer loyalty is directly affected by customer satisfaction

2.2 Literature Surveys and Research Hypothesis

This study believes that the service quality of BYD's new energy vehicle sales company will affect the purchase intention of potential consumers. Therefore, the following hypotheses are proposed to be verified.

H1: Service quality has a positive effect on purchase intention.

Brand awareness refers to the ability of consumers to recognize and recall the brand in different situations (Aaker, 1996). Cobb, Ruble & Donthu (1995) compared two hotel brands Holiday Inn and Howard Johnson in a study of brand quality, and found that Holiday Inn, which has a high brand awareness, has higher perceived value than Howard Johnson, which is less known. It also attracts consumers to stay in, indicating that consumers' perceived value of the merchant's products can directly affect the probability of consumers staying in the hotel. Lin (2005) believes that brand awareness can effectively improve the positive image of a company, and brand awareness has a better role in identifying product sales. Products with higher brand awareness can have brand premiums and brand effects. Such advantages can have a better competitive advantage in the competition of similar products. Therefore, the following hypotheses are proposed for verification.

H2: Brand awareness has a positive effect on purchase intention.

Koufaris and Hampton-Sosa (2004) believe that the factors affecting consumer trust include word-of-mouth communication, service quality and satisfaction. Besides, the level of service quality of a business will affect the psychological state of consumers. Therefore, the level of service quality is also an important indicator for consumers to choose the product. If the service quality is high, consumers may trust the product more. For example, if the service quality is high, consumers will think that the product has better after-sales service and more reliable product quality. Therefore, it can be considered that the service quality of an enterprise will affect the trust of consumers. Lee and

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Overby (2004) concluded that enterprises can improve their competitiveness and gain consumer trust from the aspects of brand, service, technology, and transaction security. Brand stresses reputation; service stresses the process and quality; technology stresses the technical barrier of the product. Therefore, the following hypotheses are proposed for verification.

H3: Service quality has a positive effect on consumer trust.

In the current Internet age, it is easier to obtain all kinds of information, but it also brings greater inconvenience. For example, too much information makes consumers unable to accurately obtain the information they need. (Han, Li and Xu, 2015). If you choose between “brands known to the people of the whole country” and “little-known new brands”, the vast majority of consumers will choose to buy “brands known to the people of the whole country”, indicating that brand awareness has a great impact on consumer trust. However, in the current information explosion network era, whether brand awareness will affect consumer trust is yet to be studied. This study believes that the brand awareness of BYD new energy vehicles will affect the trust of potential consumers. Therefore, the following hypotheses are proposed to be verified.

H4: Brand awareness has a positive impact on consumer trust.

Meng and Meng (2019) said that in sensory marketing, consumers must first have a greater actual perception of the product than expected, so as to achieve psychological trust in the value of the product. Satisfaction of value can promote consumer trust, and then lead consumers to buy the products. Meng, Liu, Zhang and Li, (2019) said in their study on pork purchase that trust in information sources has a positive predictive effect on consumers’ willingness to purchase traceable pork. Consumers usually attach more importance to food safety. As for pork that Chinese people often eat, if consumers can find out the source of pork, such as its regions, farms, and quarantine stations, they will buy it. Therefore, the following hypotheses are proposed for verification.

H5: Consumer trust has a positive effect on purchase intention.

Trust is traditionally defined as an individual’s belief in the sincerity, intention, or motive of another’s speech (Mellinger, 1956). In the past, scholars often cited concepts related to trust to illustrate trust, such as credibility, reliability, or confidence (Wang & Emurian, 2005). A study by Jiang and Meng (2019) stated that in sensory marketing, consumers must first place the actual value of the product higher than the expected value. Psychological trust of the product’s value and value satisfaction can promote consumer trust degree, which in turn affects consumers’ buying behavior. Trust, as a posterior variable of consumer experience value, ultimately affects consumer’s buying behavior. Shao, Li and Gao (2019) stated that when consumers buy luxury maternity and baby products, whether a brand is worth the consumer’s purchase and whether it affects consumers’ purchase behavior is firstly the consumer’s trust of the product. Because consumers who buy maternity and baby products are usually mothers of children, the safety of the product is especially important out of maternal love. The safety of the product is included in the quality of the product, and the quality includes the quality of the product, such as safety and reliability. Therefore, the service quality of luxury maternity and baby products directly affects the trust of consumers. With trust, consumers will buy the products. It can be seen that consumer purchases are based on the service quality of the product. Besides, the safety and reliability of the service quality will also increase consumer trust. With a high degree of trust, the probability of consumer buying behavior will also increase. Therefore, the following hypotheses are proposed for verification.

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H6: Consumer trust plays an intermediary role between BYD's new energy vehicle service quality and consumer's willingness to buy.

Han, Li and Xu (2015) think that consumer trust of a brand should be based on the popularity and reputation of the brand. For example, as for a product of high brand awareness, consumers can effectively screen out the information of the product from the internet. At the same time, the establishment of a good reputation can better improve consumer trust. Consumers are usually more willing to believe in the spreading and intensity of its advertisements. Through the spreading of various advertisements or word of mouth, consumers will have an understanding of the product in their hearts. When consumers know the brand, they will learn about the product through the internet, television, friends and other spreading ways. Eventually, they will form a trust in the product, and then improve the probability of purchase behavior. Meng et al. (2019) believe that the reliability of information sources will improve the consumer's willingness to buy. When consumers believe that the information they get is trustworthy, they will strengthen the reliability of this product. Shao et al. (2019) said that when consumers buy luxury maternity and baby products, whether a brand is worth the consumer's purchase and whether it affects consumers' purchase behavior is firstly the consumer's trust of the product. When buying luxury maternity and baby products, consumers may lose their choice among many products. At this time, a "brand known to the people of the whole country" will greatly improve consumers' choices of the product. For the general public, a "brand known to the people of the whole country" has higher credibility and better quality. Therefore, it can be considered that brand awareness directly affects consumer trust. With trust, consumers will have the behavior of buying. Based on the above research, the following hypotheses are proposed to be verified.

H7: Consumer trust plays an intermediary role between BYD new energy vehicle's brand awareness and consumer's willingness to buy it.

2.3 Conceptual Framework

In this study, the potential consumers of BYD new energy vehicles in Shanghai are used to describe the relationship between service quality, brand awareness, consumer trust and purchase intention of BYD new energy vehicles, as well as the difference between the impact of service quality and brand awareness on the path of purchase intention. This paper constructs and verifies the theoretical model of BYD's new energy vehicle purchase intention. The research architecture diagram is shown in Figure 1.

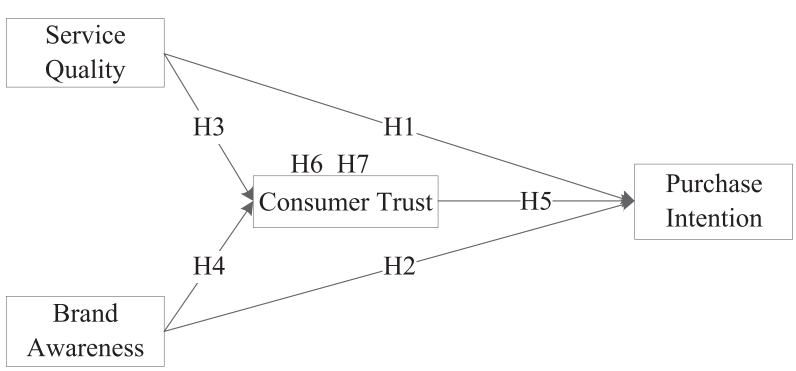

Figure 1 Conceptual Framework

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3. Research Methodology

3.1 Research Design

Literature research method: this study collates and summarizes the documents of service quality, consumer trust and purchase intention. It finds out the interrelation and logical relationship between variables, and establishes the research model.

3.2 Population and Sample

This paper studies all potential consumers of BYD's new energy vehicles. In June 2020, a total of 335 copies were recovered. Among it, 31 questionnaires were invalid; 304 questionnaires were valid. The effective questionnaire recovery rate was 90.70. The ratio of males to females was 66.1% and 33.9% respectively. The gender ratio varies considerably. In reality, men love cars more than women, and that's why most consumers at BYD's new energy S4 stores are male. The age distribution was mainly concentrated in subjects aged 26-30 (32.6%) and 31-39 (58.9%). Education is concentrated in high school (33.9%) and below (51%). The income of customers mainly lies in 10000-15000 yuan (52.6%).

3.3 Research Instruments

Service quality: the main structure and measuring items are 22 questions of the five dimensions of the SERVQUAL scale proposed by Parasuraman et al. (1985). The five configurations are: 1. Reliability: contains all hardware facilities, equipment and personnel, etc. 2. Assurance: enhancing the knowledge, courtesy and performance of service personnel, making them have the ability to be trusted. 3. Tangibles: using care as a starting point, providing customized and considerate service to residential students. 4. Empathy: the ability to confirm and trust executable service commitments. 5. Responsiveness: willingness to help residential students and ability to provide services quickly. A Likert five-point scale method is used. Cronbach's α coefficients for the five dimensions of service quality were 0.850, 0.898, 0.821, 0.907, 0.868. Cronbach's α coefficient of total service quality is 0.952.

Brand awareness: the relationship between brand awareness and sales performance is studied by Homburg, Klarmann and Schmitt (2010). The scale has a good reliability and validity. It adopts Likert five-point scale method. Brand awareness of the Cronbach's α coefficient is 0.941.

Consumer trust: Li and Xie's (2006) questions of personal trust tendency in community trust were used and modified in the study, and the Likert five-point scale method was used to synthesize the above questions. Cronbach's α coefficient of consumer trust is 0.892.

Purchase intention: The purchase intention scale of Dodds et al. (1991) were adopted in the study. A Likert five-point scale method is used. Cronbach's α coefficient of purchase intention is 0.884.

3.4 Data Collection

Questionnaire survey: this study collected service quality, brand awareness, consumer trust, purchase intention and other relevant data through the questionnaire survey method to empirical this research model.

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3.5 Statistics Used for Data Analysis

In this study, statistical software program, SPSS was used to conduct descriptive statistics, correlation analysis and discriminant validity.

4. Data Analysis and Findings

4.1 Confirmatory Factor Analysis

In this study, an oblique cross model of service quality, brand awareness, consumer trust and purchase intention was established to make a confirmatory factor analysis of the overall model. It shows that, $\chi 2$/df of the model is 2.545; CFI is 0.962; IFI is 0.962; GFI is 0.860; AGFI is 0.860; NFI is 0.939; RMSEA is 0.071. Combining those indicators, the fitting index of the overall model is acceptable. It shows that the matching degree between the data and the model conforms to the standard.

The composition reliability (CR) of the potential variables in this study is in 0.890~0.941, which is greater than the recommended value of 0.7. It indicates that the structure of this study has a good internal consistency. AVE values ranged from 0.652 to 0.800, all of which were more than 0.5, indicating that each scale has a good convergence validity.

Table 1 Confirmatory Factor Analysis

Variables	Item	λ	CR	AVE	Cronbach's α
Service Quality	R	.790	.902	.652	.952
	A	.676			
	T	.688			
	E	.898			
	R	.948			
Brand Awareness	BA1	.891	.941	.800	.941
	BA2	.930			
	BA3	.895			
	BA4	.859			
Consumer Trust	CT1	.830	.894	.680	.892
	CT2	.851			
	CT3	.853			
	CT4	.760			
Purchase Intention	PI1	.853	.890	.730	.884
	PI2	.888			
	PI3	.820			

4.2 Correlation Analysis and Discriminant Validity

As shown in Table 2, there is a significant positive correlation between service quality, brand awareness, consumer trust and purchase intention. The diagonal line is the square root of the average variable extraction amount (Average variance extracted, AVE) of the potential variable, and its value

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should be greater than the correlation coefficient (Hair et al., 1998) under other different structures. The diagonal values in Table 2 are larger than the corresponding correlation coefficients, so each construction of this study should be different, indicating that this study has differential validity.

Table 2 Correlation Analysis and Discriminant Validity

	M	SD	1	2	3	4
1 SERVQUAL	3.92	.54	**.81**			
2 Brand Awareness	3.86	.65	$.63^{**}$	**.90**		
3 Consumer Trust	3.71	.90	$.32^{**}$	$.31^{**}$	**.83**	
4 Purchase Intention	3.82	.73	$.70^{**}$	$.76^{**}$	$.37^{**}$	**.85**

Notes: $^{**}p < 0.05$

4.3 Testing of Hypotheses

Figure 2 is the path analysis diagram of the research model, where service quality and brand awareness are exogenous variables. Thus, two exogenous variables need to be connected, and consumer trust and purchase intention are endogenous variables. There is a need to import data into AMOS 24 to build a model.

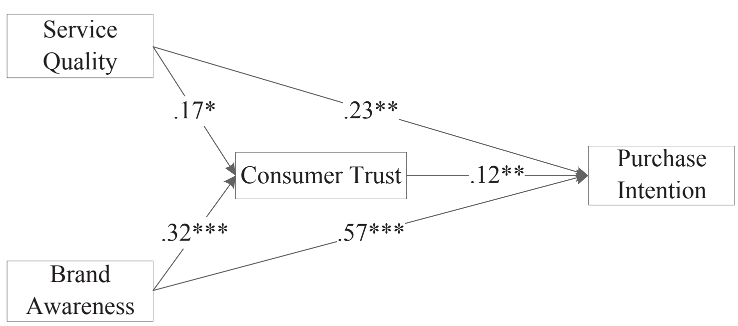

Figure 2 Structural Equation Model (Standardization)

As shown in table 3, the standardized regression coefficient parameters derived from the structural pattern analysis diagram are studied. This shows, the regression coefficient of service quality to purchase intention is .33, and it is significant. Thus, H1 is available. The regression coefficient of brand awareness to purchase intention is .57, and it is significant. Thus, H2 is available. The regression coefficient of service quality to consumer trust is .17, and it is significant. Thus, H3 is available. The regression coefficient of brand awareness to consumer trust is .23, and it is significant. Thus, H4 is available. The regression coefficient of consumer trust to willingness to buy is .12, and it is significant. Thus, H5 is available.

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Table 3 Hypotheses Test Results

Direct Effect	Estimate	C.R.	P	Results
SQ→PI	.33	5.866	***	H1 Support
BA→PI	.57	9.553	***	H2 Support
SQ→CT	.17	1.991	.047	H3 Support
BA→CT	.23	2.664	.008	H4 Support
CT→PI	.12	2.874	.004	H5 Support

Notes: SQ= Service Quality; PI= Purchase Intention; BA= Brand Awareness; CT= Consumer Trust
***p<0.001

To further test the mediating effect, Bootstrap was used to test the significance of the intermediary effect. This study takes Fang, Zhang, Gu, and Liang's (2004) proposition of the multi-intermediation effect analysis program as the reference. This paper sets the Bootstrap to 5000 runs. As the results shown in Table 4, the specific mediating effect of service quality from consumer trust to purchase intention is 0.023; Bias corrected 95% CI =[0.000, 0.076]; CI contains 0. Thus, the path is not statistically significant. It further verifies that the hypothetical H6 is not available.

The specific intermediary effect of brand awareness through consumer trust to purchase intention is 0.025, Bias corrected 95% CI = [0.002, 0.070], CI does not contain 0, the path has statistical significance. Further verify the hypothesis H7 holds.

The M1c is the difference between the intermediary effect (service quality → consumer trust → purchase intention) and (brand awareness → consumer trust→ purchase intention). The point is estimated to be -0.002; Bias corrected 95% CI = [-0.057, 0.050]; CI contains 0. It indicates that there is no significant difference between the two intermediary coefficients.

Table 4 Indirect Effects of Mediation Models

Full mediation model	Estimates	p	95% CI		Results
			Lower	Upper	
M1a=SQ→PI→CT	.023	.052	0.000	0.076	H6 Nonsupport
M1b=BA→PI→CT	.025	.028	0.002	0.070	H7 Support
M1c=M1a-M1b	-.002	.940	-0.057	0.050	Not significant

Notes: SQ= Service Quality; PI= Purchase Intention; BA= Brand Awareness; CT= Consumer Trust
***p<0.001

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5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

If BYD new energy car dealers can improve their service quality, consumer trust and purchase willingness will be improved correspondingly. In marketing, if consumer's perception of the brand's service quality exceeds the expected value, the satisfaction of the brand will be improved. Meanwhile, consumers will gain a strong loyalty to the brand and have good imagination of the brand. It is an important factor of an enterprise's core competitiveness and a differentiated competitive advantage. (Xu and Xu, 2010). Enterprises should take customer-oriented marketing method; actively improve their service quality; take service quality as the source of competitive advantage and the way to enhance brand reputation; establish a benign relationship with consumers (Cao, 2017).

BYD's new energy vehicles can improve their brand awareness, consumer trust and purchase intention. This conclusion shows that brand awareness will affect consumer trust and purchase intention. BYD's new energy car dealers need to pay more attention to the positive reputation of goods; attach importance to the communication with consumers; improve the exposure and popularity of products; enhance consumer's satisfaction and loyalty in customer-oriented marketing. As a result, the positive spreading of the product reputation will be improved. When implementing the product's word-of-mouth communication activities, it is necessary to actively communicate with consumers. In fact, the information between the enterprises and consumers is asymmetrical, and the quality of the enterprises' products may not be known to the consumers. (Xiang, Zhao and Meng, 2017).

Consumer trust plays an intermediary role in the relationship between brand awareness and purchase intention. If consumers have a poor trust in BYD's new energy vehicles, the impact and promotion of BYD's brand awareness on consumers' purchase intention will be affected. Therefore, consumer trust is an important part in the marketing process of BYD's new energy car dealer. It is also a springboard for BYD's new energy car dealer by using brand awareness to affect consumers' purchase intention (Li, 2014).

5.2 Discussion

Based on the current research on new energy vehicles, most of the literature is limited to qualitative research on the development of new energy vehicles (Duan and Dong, 2017; Li, Hu, and Xu, 2017; Xin, 2017; Ma, Zhong, and Mei, 2017). In terms of new energy purchase decision, some scholars have carried out exploratory factor analysis and studied the purchase behavior decision of new energy vehicles (Xu, and Xu, 2010). TAM and TPB integration models were adapted to study purchase intention (Wang, and Wang, 2013) and perceive risk and involvement (Wang, 2010). Up to now, few scholars have studied the filed from the aspect of service quality, brand awareness, consumer trust. Thus, this study adopts the perspective of service quality and brand awareness as the starting point, and constructs a theoretical model of new energy vehicle purchase intention by using consumer trust that affects consumers' purchase intention as an intermediate variable.

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5.3 Recommendation

Through the above theoretical and empirical research, the proposed research hypothesis has been verified and some conclusions have been drawn, but there are still some shortcomings to be further studied. Specifically, there are the following aspects: 1) this study only investigated consumers in Shanghai, China. Follow-up studies can expand the scope of the survey or use regional stratified sampling to conduct simultaneous surveys in multiple cities and compare the difference between consumers, 2) The influencing factors of this study are not comprehensive, such as the personal characteristics of consumers, household registration situation, whether consumers buy cars for the first time or repurchasing a car have not been fully considered. Follow-up studies can focus on the variables of consumer's demographic background.

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Market Risk and Banking Regulation

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Abstract

The study seeks to explore the optimal banking regulations with due considerations given to the CRA (Community Reinvestment Act) and FDIC (Federal Deposit Insurance Corporate) as representatively the most important regulatory tools in seeking efficiency in banking operations and preventions of system risk. In the procedure of theoretical proof, this study not only incorporates problems about the agency of banks but also real sector and depositors' interactions in the seeking for private and public profit shares into the system. Therefore, the results of this study would provide venues for optimizing banking regulation policies that are explicitly expressed in the realization of a series of economic factors. It suggests the necessity to form the strategic policies to monitor the movements of market risk premium with the proper estimation of future economic states, averages, recession, or economic boom. The failure of monitoring these two components may theoretically imply the inefficient achievements of subsidies and deposit insurances.

Keywords: Reserve Requirements, Deposits Insurance, Capital Adequacy

1. Introduction

1.1 Background and Importance of the Problem

As key player of financial markets, banking systems are heavily regulated by governmental regulators, not only for the purpose of improving investor protection but also for enhancing efficiency of capital allocation or the economics of the financial market. Following explanations by Eichberger and Harper (1997), special for emerging market, there are frequently used measurements for regulating banking industry including, reserve requirements, suspension of convertibility, deposits insurance and capital adequacy requirements. Such tools gave indication that in usage, they might potentially reduce system risk and produce a more balanced market economy. In addition, Allen, Carletti and Marquez (2005) argued that such regulatory policies are evidently reflected by actions of regulators who tried to move the market economy more towards market finance and away from banking finance. However, such moves do not guarantee prevention of system risk.

In addition, research exploration focusing on the impacts of CRA (Community Reinvestment Act)- and FDIC(Federal Deposit Insurance Corporate)- like policies on banking regulation that had been called upon, do not consider real sectors' reactions which actually is the "main cause" of the problem. Typically, in cases wherein the CRA is a mandatory requirement for banks to provide support to underserved sectors in the economy, while FDIC-like policies are deposit insurance provided to banks in case of financial crisis. The capacity of bank to continue satisfy both CRA and FDIC may eventually determined by, the "smooth" operations of real sectors' performance and the

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selective performance of investment portfolio of bank. In between, investors' at same time as depositors' decision making might sensitively traces to the real sectors' operation as well, which consequently accelerates bank run or financial distress for the banking sector.

Therefore, besides the aforementioned problem about the relationship between government and private banking, the present market economy also exhibits more complicated interactions among *(a)* the investors or depositors and the real sectors; *(b)* the bank and the real sector, *(c)* the bank and the depositors, *(d)* between banks. Bühler and Koziol (2004) described the existing relationship between the real and financial sectors in an economy; whereas Acharya (2009) suggests that *"examining the complementarities of agent's actions and the underlying agency problems may be a fruitful direction towards explaining the collective behavior of agents as their equilibrium response."*

From that relationship, a less stringent regulation is suggested for improving activity in the real sector; and though such a regulation is not supported by Allen, Carletti and Marquez (2005), it is in consistency with the conclusions from Guiso, Sapienza and Zingales (2006) which found that restrictions have negative effects on private banking. In terms of management, John, Saunders and Senbet (2000) incorporated incentive features of top-management compensation into the FDIC insurance premium. Unfortunately, there is presently lack of reasonable supportive research that could produce significant contributions to agency management based on the discernment of banking regulation. Therefore, in seeking to optimize banking regulations, banks responded to market competition (with other banks) by observing dynamic movements of real sectors and corresponding governmental CRA and FDIC policies in the banking industry. Worthiness to remind, the observation does incorporate the regulating requirements from the governmental regulators i.e. Value at Risk (VAR) for preventing banking risk, and the intrinsic comprise of the systematic risks i.e. degree of correlation among portfolios investments defined by each bank.

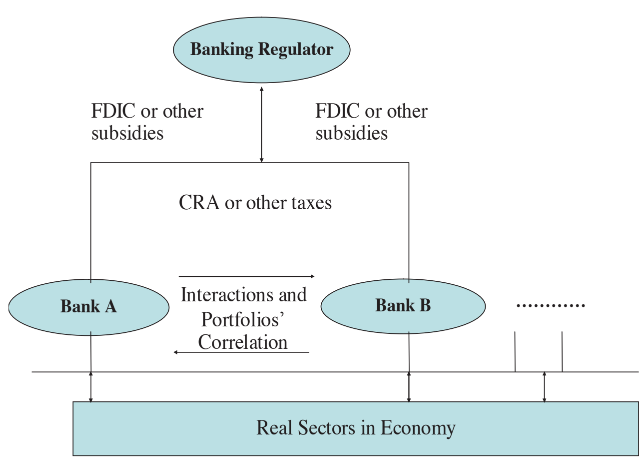

Figure 1 Real Sectors and Bank under Agency Problem and Interaction Effects

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1.2 Research Questions

Therefore, the research seeks to create a framework in the regulations of banking operations with significance on incorporated factors in participating interactions among the government, banks and real sectors, together with investors and depositors; thus, bringing forth a more wholesome understanding of the true nature of the interactions between and among the aforementioned entities, instead of providing isolated analysis limitation on any one individual aspect. We aim to answer whether there is optimal level of FDI and implicit tax on banking section incorporating all interests of agencies.

1.3 Research Objectives

The study defines following goals for the exploration:

Development of a theoretical system of a triangular interactive relationship among 3 entities: 1) individual investor and depositor, 2) real sectors i.e. firms, and 3) banks.

Explore optimal regulatory policies based on series economic factors that are involved in the process of banking regulation

Provide constructive policy suggestions resulting from theoretical findings with intentional benefits in system risk prevention and improvement of efficiency in the financial market

2. Conceptual Framework

2.1 Related Concepts and Theories

Investors do have selective decision on the financial instruments offered by real sectors with differentiated return and risk. The moment that investors initiate the willingness to halve or hesitation to continue the contribution of the capital injection into the real sector is the primary commencement of banking runs. Fortunately, the initiation from investors does play consistently and interactively with the banks' supporting or discouraged financial assistances to the real sector, rather than acting as the only determinant that might brings down the whole system. When the economic shock occurs, on one side, investors do act to remove the risky investment to riskless assets including deposits following the observation of troubled investees. Meanwhile, the banking sector may have to present less or more supportive existence to the troubled real sectors. Nevertheless, the correction and supporting actions of banking sectors hurdled by, asymmetric information that shadows along the procedure of portfolio investments and the stricter regulations posted by governmental bodies, are insufficient for preventing systematic risk. As the result, banks with the weak presentation in facing information transformation among depositors might have to rely on the federal deposit insurance due to massive instantly withdrawals of deposits whose depositors are in the suspicion of bank's solvency capacity similarly to the real sectors. In addition, in the process of shocks of depositors or even normal situations, the correlations among the investment portfolios between the banks and correlations between the withdrawal and deposit for single bank, do explicitly facilitate the explanation of occurring of systematic risk in the banking sector.

Consequently, the interactions with differed characteristics and sequences among three agencies can be expressed by the dynamic flows of capitals which are, investment into the firms by investors, depositors settled in the different banks with selective decision, lending secured by

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borrowing contracts of banks which is further backed up by federal deposit insurance with certain Community Reinvestment Act required to firms.

2.2 Literature Surveys

Reserve requirement is the minimum fraction of deposits that should be held by a bank in response to the demands of withdrawals. According to the argument from Santos (2000), reserve requirement provides liquidity in the banking industry but also at the expense of the industry. Besides, suspension of convertibility is implied in numerous arguments about time commitments in deposits and loans. Although, Alonso (1996) provides the appropriately designed deposit contract that probably helps bank to avoid bank run, such commitments would normally result in a 'ripple effect' in which when any one bank is in trouble, it can cause other banks (with better performances) to face similar or worst problems due to differed time commitment and suspension convertibility. Moreover, reserve requirement and suspension of convertibility will incur costs to banks and therefore, will increase their risks of operation. Although, reserve requirement and suspension of convertibility both can be secured by provision of deposit insurance that would facilitate bank to strengthen their 'pay off' ability under financial distress, Pennacchi (2005) expressed the serious concerns of moral hazard which leads banks to invest in off-balance sheet with high systematic risk. The optimal management compensation structure proposed by, John, Saunders and Senbet (1999), is also under the consideration of moral hazard. Similarly, Bhattacharya, Boot and Thakor (1998), recognized the view that government deposit insurance distorts the behaviors of banks, which was further acknowledged by Bühler and Koziol (2004) that the stricter regulation results lower activity in the real sector which means low efficiency.

In fact, the problem implied here is not purely on the trade-off between government regulators and the banking sector about the burden and security, but rather the existing gap between social optimal and private optimal levels in banking as argued by Marjit and Mallick (2004). Such 'existing gap' could be seen in the "barter" theory, introduced by Thakor and Beltz (1994), in which they stated that there were different standpoints for government and banks where FDIC has been provided. On the one hand, the government is looking for overall social welfare through efficient operation of financial markets; while on the other, private banking prefers to calculate their profit maximization with due considerations given to costs imposed by the government's regulation such as in the cases of CRA introductions as such costs increases operational risks for private banking as mentioned by Pyle (1997).

2.3 Conceptual Framework

The investments opportunities for investor/depositor can be explicitly classified into, risky investments including equity and debt instruments, and riskless investments i.e. deposits or governmental treasury bills. With partial cash demands by saving account, the wealth held in the form of bank balance is under the specified deposit contracts. The firm receives the capital contributions either from the promising borrowing notes or equity shares issued to both individual investors and banks. The capital contributions are allocated directly by investors themselves or through bank and financial intermediaries which possess professional expertise with economy of scales. Acknowledging that the failure of promised commitments from real sectors initially increase the money that flows reversely to banking sector, the systematical pain of banking sector follows the further observation of troubled debt or equity investments of banks by depositors who might do withdrawals in order to protect required utility. Continuously, it results serious bank run even under the federal deposit insurance which is fractionally supporting the banks' commitment.

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2.4 Research Hypothesis

The occurrence of investment behavior of real sector does impact the both capacity of keeping promises due to the improved or deteriorated productivity, and the cash that flows back to the banking system. First of all, the amount of capital tied up in liquidity assets understandably enhances the preferred productivity rather than the output of illiquidity investments. Second, the illiquidity assets investment means the transferring of bank balances with limited cash demanding required. It results that the amount of cash flows back to banking system are differentiated due to illiquidity and liquidity assets invested by firms, recognizing that firm is inclined to increase liquidity assets for easy borrowing and decrease liquidity for productivity improvement. Besides, the arguments are raised at market level rather than the stand-alone risk in terms of real sector's investment activities, which is the systematic risk within the whole real sector. As consequence of real sectors' systematic shock, the suffering bank will be spontaneously observed by the depositor according to the portfolios held by the bank and thereafter the correlations of portfolios among the banks. Thereafter, banks runs follow the massive withdrawals which might be further accelerated by asymmetric information and agency problem. Worth to remind, the impact-reducing power of, reserve requirement, suspension of convertibility, deposit insurance, and capital-adequacy requirement, does not act as infinite instruments for preventing the mentioned crises.

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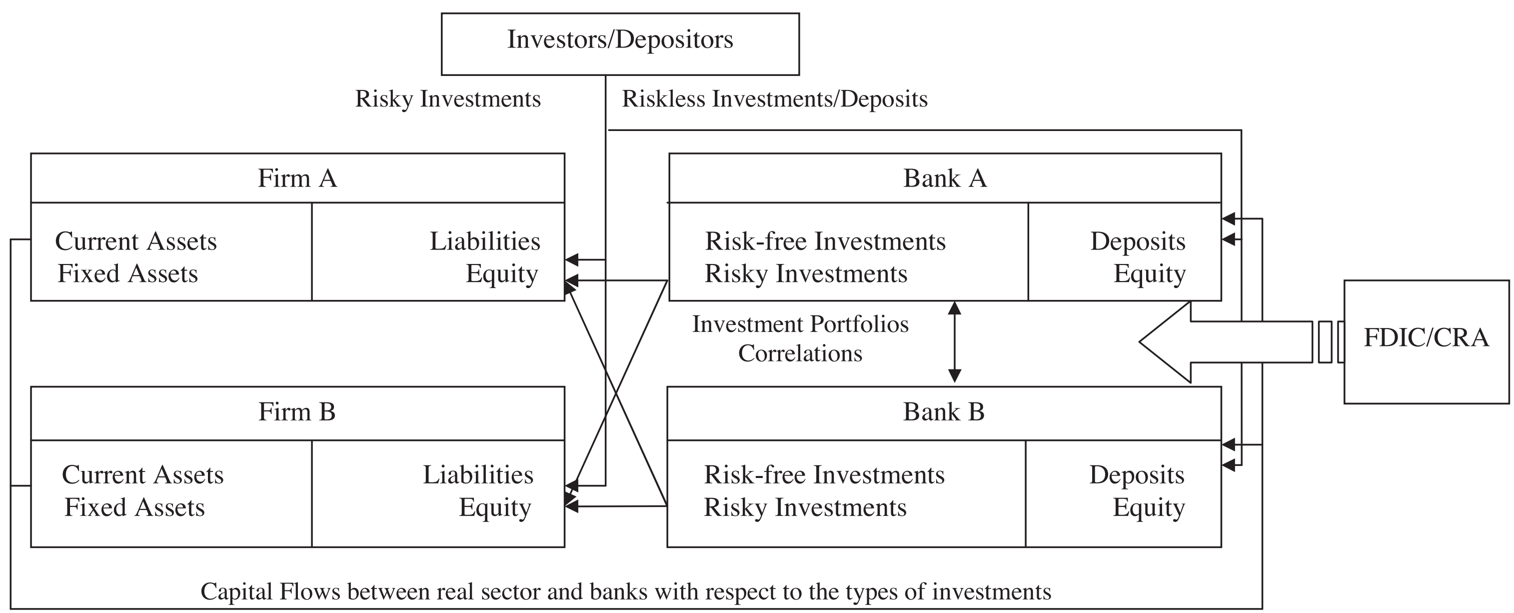

Figure 2 Capital Flows in the System of, Depositors/Investors, Firms, and Banks

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3. Three-Agencies and One-Period Model

Investor allocates initial wealth w_0 by choosing either financial instruments of debt and equity or deposits to achieve wealth maximization therefore optimization of utility function. Reasonably assuming the differentiated returns from financial market investments and deposits settlements, which are r_1 and r_2 respectively, the initial wealth is assigned proportionally to either financial instruments in the weight of q_1 or deposits settlements in the weight of q_2. Worth to remind, the return from the financial market investment is generally preferred by the investors, comparing to the one from deposits. Therefore, the wealth function of the investor/deposits should be defined as follows.

$$w_1 = w_0\left[q_1(1+r_1)+q_2(1+r_2)\right] \tag{1}$$

Where, the equity and debt investments offer higher return than deposits, with higher default risk. By observing the risk changes, the investment proportions in the both settlements are adjusted correspondingly with the sum equals one unit. Adjusting these proportions of cash settlement according to the risk embedded, the investors/depositors are assumed to be risk neutral while choose the two financial goods i.e. investments and deposits. Nevertheless, the investors/depositors' investments in the form of equity or debt do depends on the level of deposit that held. The investor's willingness to give up the certain deposit to get one more unit of investment in financial markets definitely depends on how much deposit he or she has. Therefore, in stead of adopting homothetic preference, a non-homothetic preference utility function or quasilinear utility has been assumed. As the result, the marginal rate of substitution depends on the amount of deposits held by investors/depositors, and the further definition for the utility derived from the wealth realization can be expressed as follows.

$$\begin{gathered} Max_{q_1,q_2}\; U(w_1) = w_0q_1(1+r_1)+\ln w_0q_2(1+r_2) \\ 1>r_1>r_2 \text{ and } q_1+q_2=1 \end{gathered} \tag{2}$$

In addition, it is theoretically reliable to assume the decision of weight assignments to the investment opportunities does being influenced by the state of economy in future. Uncertainty of future events has risk-aversion shifting power to the investors due to the nature of risk neutral they possess. The more preference of economic state, the more proportion will be assigned to equity and debt investments. Whereas, the more risk aversion turns apparently, the more weights might be contributed to the deposits. However, the dynamics of investments rises initially through the observation of real sectors' performance by investors, which means proportional changes are exogenously determined by the real sectors' investment activities.

$$q_1^* = 1-\frac{1}{w_0(1+r_1)} \text{ with } MRS = w_0(1-q_1)(1+r_2) \tag{3}$$

The investors' decision of investment weight of capital is determined by the marginal utility rate with respect to that weight. From the illustrated result, we can simply reveal that the initial wealth at high level might encourage the capital weight of investments in stead of deposits. Similarly, the higher return from investment choices alters the investor capitals' settlements from the deposits to the financial markets.

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Furthermore, the real sectors consider the wealth maximization as business goal for all activities, which is explicitly reflected in the constant generations of higher return from the invested capital than weighted average cost of capital (WACC). As long as the firm is able to use invested operating capital to produce the return more than enough to cover the financial costs that have to be paid to investors or banks, the real sector will not cause the "shocks" to the economy i.e. investors and banking system, which means bank run will not occur. In addition, the study has to recognize that, whether the investment activities by firm can generate the sufficient amount of required rates of return for investors, results from the states of economy in future. Therefore, the simple probability of the preferred state of economy, as well as the probability of the troubled state of economy, are defined for the exploration of real sectors output. In the case of static state of economic in future, the high illiquidity invested assets generally upgrade the productivity of real sector, contrary to the liquidity investments' contribution. Meanwhile, the illiquidity investments have interactive response from the banks' Community Reinvestment Act (CRA), which enhances the labor resources and social welfare developments in the long run. In other words, the study has to incorporate the community reinvestment act into the long run productivity and efficiency as the results of firms' fixed assets investments. Worthiness to remind, on the banking side, the stricter Community Reinvestment Act that required, the less capitals available for real sectors to finance. On the other hand, the study assumes the capital investments in fixed assets have to flow back materially to the banking system by shifting the balances of accounts. In the contrary, the investment by firm in the net operating working capital which is liquidity assets is the demanded cash holding for banks. Therefore, the study further defines a certain proportion of fixed-assets investment can continue be inject back into the banking system. Under the one-period model, the firm is to achieve the optimal value by maximizing the expected return under the uncertain of future event, as illustrated as follows.

$$Max_{a_f} \; E(V_f) = \lfloor q_2 w_0 (1-\psi) + c - \delta + \tau a_f \rfloor \{ p \lfloor \ln(a_f \delta) - r_1 \rfloor + (1-p)(r_2 - r_1) \}$$
$$\ln(a_f \delta) > r_1, r_1 > r_2, \psi < 1, 1 > a_f > 0 \qquad (4)$$

Where, in equation (4), capital available for real sectors i.e. the first term of product on the right side of equation, are determined by the deposits made by investors, net the reserve requirement for the banks by governmental regulator, ψ , in considering the capital-adequacy requirements, C, and Community Reinvestments requirements, δ . The capital contribution from owners i.e. capital-adequacy requirements, is not only for the partial funds for lending and investment, but also offers repayments in deposits that generate some profit, as cushion for the unexpected withdrawals. Besides, the proportion τ of the fixed assets a_f also participates the offering of capitals. The second term of product on the right side of equation (4), expressed the expected amount of rate of return that above the required repayments. Under the preferred state of economy with probability p, the return of operation, determined by interactive effects of fixed investments a_f with banks' reinvestments plan in the community δ , is more than the required rate of return from investors i.e. individual households and banks. However, when the troubled state of economy occurs with the probability 1-p, the extra return for real sector is symmetrically below the require return， which means the resulted return for the real sector has significantly negative and below than the risk-free rate of return.

Correspondingly, the probabilities of future economic state have similar impacts on the banking sector in terms of funds availability, holding the assumption that main resources of funds channeled from deposit and real sectors' capital backflows. It is practically true that the deposit liabilities have gradually emerged as the fast growing fund sources for banking sector therefore for real sectors in comparison with assets increase.

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$$Max_{\psi,\delta,C}E(v_B) = \lfloor q_2 w_0(1-\psi) + C - \delta + \tau a_f \rfloor [p(r_1 - r_2) + (1-p)(r_2 - r_1 + \phi)], \quad (5)$$
$$\phi > 0, |\phi| \le |r_2 - r_1|, \psi = f_1(\phi), (C - \delta) = f_2(\phi)$$

According to the subsidies and securities from the federal deposit insurance, bank considerably keeps the cautions in designing the level of reserves, not only for revenue maximization but also for obeying the rule of regulation, expressed in the term $\psi = f(\phi)$ of equation (5). Similarly, the subsidies and securities from the federal deposit insurance do alleviate the burden of bank therefore offset the certain loss of bank under the troubled economic states. However, the help does not guarantee avoiding bank runs and eventually is impossible to turn the loss into profit, which is expressed in the conditional term $|\phi| \le |r_2 - r_1|$. As the result, the decisions for banking sector are, reserve holdings ψ, owners' capital participating c, and community reinvestment project δ, among which, community reinvestments reduces the funds availability but also enhances the real sectors productivity. In addition, there are minimum requirements for, reserve requirement, capital-adequacy requirement, and community reinvestment, according to governmental regulators.

4. Optimal Banking Regulation for Systematic Stability

The social welfare oriented policies from governmental regulators embedded into the operation of banking sector, spontaneously rebalance the deposits available and assets of investments for banks, which in turn impact the operating behavior of real sectors. Under binomial uncertainty of future events, the model can simply conclude the primary directions of the agencies as follows.

Firm's optimal return:

$$R_f^* = \frac{(1-p)(r_1 - r_2) - (1 - r_1)}{p} - \frac{q_2 w_0(1-\psi) + c - \delta}{a_f \tau} \quad (6)$$

Investor's deposits decision:

$$q_1^* = 1 - \frac{1}{w_0(1+r_1)} \quad (7)$$
$$q_2^* = \frac{1}{w_0(1+r_1)}$$

Therefore, there are the decisions that are made by the banks under the observations of investment and deposit behavior of both real sectors and depositors.

$$Max_{\psi,\delta,C}E(v_B) = \lfloor q_2 w_0(1-\psi) + C - \delta + \tau a_f \rfloor [p(r_1 - r_2) + (1-p)(r_2 - r_1 + \phi)], \quad (5)$$
$$\phi > 0, |\phi| \le |r_2 - r_1|, \psi = f_1(\phi), (C - \delta) = f_2(\phi)$$

Incentive constraint 1: $R_f^* = \frac{(1-p)(r_1 - r_2) - (1 - r_1)}{p} - \frac{q_2 w_0(1-\psi) + c - \delta}{a_f \tau}$ (6)

Incentive constraint 2: $q_1^* = 1 - \frac{1}{w_0(1+r_1)}, q_2^* = \frac{1}{w_0(1+r_1)}$ (7)

Proposition 1: The defining of degree of subsidies from the governmental regulator for economic efficiency without sacrifices from the real sector and households relies on the, risk premium of the market and probability of the future state of economy.

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Proof: the optimal decisions of banking sector, about, community reinvestment, reserves requirement, and owner equity capital, all mathematically prove to be true that the following definition exists.

$$\phi = (r_1 - r_2)(1 - \frac{p}{1-p}) \tag{8}$$

Where, $r_1 > r_2, 0 < p < 1, (r_1 - r_2) = RP_M$ (Market risk premium)

While doing the simulation effects by assuming practical numeric digits for the defined equation (8) that results the figure 4.1, it is evidently true about the existing level of subsidies systematically assists the market stability without uncertainties. The figure assumes the two possible scenarios by which the probabilities move either in the consistent directions or in divergence, with the market risk premium. Therefore, p is the incremental probabilities of future preferred state of economy and p' is the descending rate of that state of economies. With the demonstrations from the probabilities function f(p) and market risk premium, the subsidies and insurances of governmental regulator can be defined correspondingly with respect to the market risk premium and eventually there is the equilibrium that facilities the ignorance of uncertainties in the market.

Nevertheless, this equilibrium only can be achieved at the certain moderated lever of market risk premium. At this market risk premium, the subsidies and insurances required for banking sector can be defined regardless of future events. Furthermore, before and after reaching the equilibrium, at the ascending rate of probability of preferred future economic state, the subsidies and insurances required are homogenously decreasing. It is not in consistency with the descending probability of future preferred economic state, with which subsidies and insurances increase at diminishing rate and eventually decrease. By reasonable assumption, the equilibrium can be the normal economic situation which means economic situation is on average rather than recession or boom. The level of subsidies and insurances has to be differentiated with respect to the economic circumstances. The possible benchmark for the equilibrium is the practical subsidies and insurances offered during the time of the average economic circumstances. Observing the dynamics of this economic movement, the subsidies and insurances should be adjusted periodically corresponding to the deviation of the economic states and market risk premium. It also implies that subsidies and insurances have to be modified over time with respect to the market risk premium changes.

Proposition 2: The rate of change in reserves requirements, with respect to the subsidies and insurances, can be defined to be increase or decreased according to the initial subsidies level and expected market risk premium.

$$f_1^{''} = \left[\frac{p-2}{\phi(1-p) - E(RP_M)} \right] f_1^{'} \tag{9}$$

$$\phi > (E(RP_M)/p) \Rightarrow f_1^{'} > 0, f_1^{''} < 0; f_1^{'} < 0, f_1^{''} > 0$$

$$\phi < (E(RP_M)/p) \Rightarrow f_1^{'} > 0, f_1^{''} > 0; f_1^{'} < 0, f_1^{''} < 0$$

Where, $E(RP_M)$ is the expected market-risk premium, f_1 is the function of reserve requirement level with respect to the subsidies and insurance from governmental regulator. At time of initial subsidies that are greater than the expected market risk premium per unit of probability of the preferred economic state, the increase of reserve requirement with respect to the increase of initial subsidies is at diminishing rate and decrease of reserve requirement with respect to the increase of initial subsidies is at increasing rate. However, this has the reverse directions while the level of initial subsidies and insurances is less than the expected market risk premium per unit of

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probability of the preferred economic state, when the change of the increasing rate in subsidies with respect to the initial level of subsidies is incremental and the changes in the decreasing rate in subsidies with respect to the initial level of subsidies is diminishing.

Proposition 3: The efficient economy has to been guaranteed by monitoring the deviation of marginal reserve, from marginal remained owners' capital participation after deducting the community reinvestment funds, both with respect to deposit insurances offered by governmental regulators.

$$R^{*'}_{f,\phi} = \frac{1}{a_f \tau}(f_1^{'} - f_2^{'}) \tag{10}$$

$$f_1^{'} \geq f_2^{'}$$

$$\phi > 0, |\phi| \leq |r_2 - r_1|, \psi = f_1(\phi), (C - \delta) = f_2(\phi)$$

In this proposition, the study proposes the partial owners' capital participation might be used as community reinvestment funds as "taxes" form levied by governmental regulators for providing deposit insurances. It is defined as the left-over capital participation which changes with the deposits insurance provisions. The marginal reserve requirement has to be greater than the marginal left-over capital participation for maintaining the economic efficiency in the real sectors.

Therefore, by observing the movements of banking sector's owner's capital participation, community reinvestment funds, and reserves, of banking sector, the governmental regulator can, monitor the performance of banks serving the real sector, and correspondingly adjust the relevant policies. The change of left-over capital participation has to be maintained above the change of reserves, with respect to the subsidies and deposit insurances offered by the governmental regulators.

5. Conclusion and Recommendation

5.1 Conclusion

Measurements for regulating banking industry including, reserve requirements, suspension of convertibility, deposits insurance and capital adequacy requirements, have been adopted as the major tools for preventing systematical risks and achieving economic efficiencies in terms of capital allocation. However, determined by the features of banking industry, any measurements that have been analyzed with the ignorance of interactions with real sectors and investors/depositors, may not be considered as completed and reliable for the goal. The capitals flows continue and systematically from the investors and depositors to, real sectors as the investment for commercial return, or to banks as the deposits for the risk-free return. Simultaneously, the real sector's investments consistently and systematically flow back to the banking sector as depositors and on-balance capital. Therefore, the behavior of investors and depositors incorporating with real sectors' operation, jointly interact with the banking sectors' roles as the both private and public profit maximization mechanism. This double roles that banking sector possesses, have been closely supervised and subsidized by the relevant governmental regulators through the fore-mentioned measurements specially deposit insurance and reserve requirement.

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5.2 Discussion

In terms of subsidies and deposit insurance, it suggests the necessaries to form the strategic policies to monitor the movements of market risk premium with the proper estimation of future economic states, average, recession, or economic boom. The failure of monitoring these two components may theoretically imply the inefficient achievements of subsidies and deposit insurances. It is highly suggested that governmental regulators reduce the subsidies and deposits insurances at time of extremely bad future state of economy. Meanwhile, with the average economic expectations, subsidies and deposits insurance can be defined correspondingly to the movement of market premiums without the significant impact from the uncertainties.

5.3 Recommendation

In accordance with the initial level of subsidies and deposit insurance these are higher than the expected market risk premium per unit of probability of the preferred economic state, the marginal rate of changes in bank reserves is in opposite directions with the relative changes in it. It turns to be in contrary situations while initial level of subsidies and deposit insurance are less than the expected market risk premium per unit of probability of the preferred economic state. Therefore, the study of expected future market premium and probability of future preferred economic state, explores the interactions between the banking reserves and subsidies and deposits insurances from governmental regulators.

The last but not least important point is, both with respect to the subsidies and deposit insurances, the marginal reserve requirement has to be greater than the marginal left-over capital participation, for maintaining the economic efficiency in the real sectors. In other words, the net effects from the subsidies and deposits insurance on the banking reserves and owners' capital participation, have to be positive, for facilitating the efficient expanding of real sectors considering the utilities for investor and depositors.

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The Sport Management: Managing Ju-Jitsu Sports Teams for Sporting Excellence

by

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Abstract

The purpose of this academic article was to describe the process applied to the management of Ju-Jitsu sports teams in Thailand. The study has shown that managing a Ju-Jitsu sports team requires management processes in various areas so that resources available, including athletes, sports equipment, venues and sports support with Ju-Jitsu sports, require management processes that include: The process of planning games, structuring sports teams, building sports team leaders, and directing sports teams to achieve goals or lead to sports teams of sporting excellence by Ju-Jitsu sports excellence. Ju-Jitsu sports team management concept can be applied to other combat sports teams to achieve competitive planning efficiency, athlete management and lead to the excellence or goals set by sports teams effectively.

Keywords: Sport Management, Ju-Jitsu Sports Teams, Sporting Excellence

1. Introduction

1.1 Background and Importance of the Problem

Ju-Jitsu is a combat sport that is considered to be a full range of combat sports, with fights, kicking, throwing, locking, and martial arts performances, which are very popular in the Americas and Europe, competing on a continental and global level. Asia is popular in Middle East Asia with professional competitions and is currently packed at the Asian Games in Thailand. It is noted that Ju-Jitsu games are held in Thailand at both national and international levels: National Youth Sports National Sports, Student Sports authority of Thailand and Ju-Jitsu World Championships (Ju-JitsuInternational Federation, 2022). The direction of development of Ju-Jitsu that is likely to be internationally successful and to build a reputation for Thailand in developing athletes to excellence to succeed requires concepts, elements, and factors that influence the success of the development of athletes to excellence as a basis, Krsmanovic, et al, 2014).

1.2 Research Question

The development of Ju-Jitsu Athletes for Excellence in Thailand was implemented in accordance with the Ju-Jitsu Sports Strategy (2014-2018) of the Ju-Jitsu Sports Association of Thailand as the main framework, but found that it had not met the goals intended to cause problems in the development of athletes in line with the results of the Ju-Jitsu Sports Association of Thailand's assessment of the Sports Association of Thailand. In the field of athlete development, there are major

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problems including the expansion of the athlete base, the implementation of sports science, and the sending of athletes to competitions, as well as marketing and benefits, welfare arrangements, training, and competitions, which have achieved low assessment levels (Ministry of Tourism and Sports, 2021). In addition, there have been problems developing Ju-Jitsu athletes in Thailand, as Ju-Jitsu is an emerging sport in Thailand, leaving sports club organizations lacking knowledge and experience in developing Ju-Jitsu sports, management, developing sports personnel, and transferring knowledge. Currently, most trainers, athletes, and referees are from other sports such as taekwondo, judo, and Karatedo. This causes problems with skills standards, competence, and understanding of Ju-Jitsu sport, affecting sports standards, the number of clubs, teams, Ju-Jitsu sports clubs, resulting in a significant impact on the development of athletes and facilities such as ground or upholstery, and equipment is not yet international standard.

1.3 Research Objective

The purpose of this academic article was to describe the process applied to the management of Ju-Jitsu sports teams in Thailand.

2. Literature Review

Ju-Jitsu Sports Context in Thailand

Ju-Jitsu was brought to Thailand around 1921, where there was quite a small record of evidence of Ju-Jitsu teaching in Thailand, and Ju-Jitsu was first taught in Thailand by a Japanese national working in Thailand called 'Mitsui Bunsen' by teaching Ju-Jitsu classes to associates at the company. Later, Mom Chao Wiboonsawatdiwong Sawatdikul studied Ju-Jitsu from abroad, saw the importance of Ju-Jitsu and introduced Ju-Jitsu to teach in the Police Academy. He also conducted his own coaching and also taught to teachers in the Ministry of Dhamma at the time. Ju-Jitsu later became widespread in various places and was taught in several schools before later switching to judo (Ju-Jitsu Sports Association of Thailand, 2014). In addition, there are early records of Ju-Jitsu training in Thailand, including at a training facility called Renbukan and Thepsirin School's Ju-Jitsu Gymnasium, where Ju-Jitsu is taught and competed with other schools. The famous Ju-Jitsu players for the competition include Chaluay Asawanon, Prachan Watcharapan, Chamras Supawong, Thaem Sudkangwan, Pin Wichanbutr, Chet Wilitkul, and Samran Sukhum, etc. until five Thais were chosen to go to the Kodokan Office in Japan for the first batch of Thailand to develop the change of Ju-Jitsu taught to become judo classes. Five Ju-Jitsu players who were elected to study judo at Kodokan Office in Japan were 1) Chamras Suphawong 2) Prachan Watcharapan 3) Somsak Kittisathorn 4) Tanong Chumsai and 5) Mr. Nakamoto, etc. All received the 1st class black belt from Japan before returning to Thailand. After that, Mr. Prachan Watcharapan founded the Air Force Judo Training Facility and taught combat classes to the Air Force and Military Inspectors, earning judo's highest qualification, the 10th Black Belt. As part of Ju-Jitsu, Mr. Prachan Watcharapan has chosen to teach only those who are really interested and units of the Air Force (Itten jujitsu Association, 2022).

Sports Team Management

Management focuses on human-owned activities and is considered to be the most important activity in various operations. The term administration and 'management' have different definitions, 'administration' is often intended for use in the public sector and is often used in the context of the private sector. However, nowadays these two words can be substituted in a sense of the same nature. Management is also a process in which managers use arts and strategies to operate in various stages based on the coalition of members within the organization, taking into account the talent, aptitude, needs, and aspirations of people to work to drive their goals (Carroll and Gillen, 1987). In the

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management industry era, there is a greater chapter in terms of management to achieve the performance of the production of feeder goods in the consumer market, with profitable success relying on an effective management process (Henni, et al., 2018).

In the context of sport, management is the main and important process to drive the team towards the success of the sport. Sports team management has widely adopted Drucker's management concept (2005). Sports management brings the process of competitive planning, structuring sports teams, building sports team leaders and administration, taking sports teams to achieve goals, or leading sports teams of athletic excellence (Sakhonkaruhatdej, 2020).

Ju-Jitsu Sports Team Management Process

Based on a Review of Sports Management Literature In the context of sports management, the management process used in business management is implemented to achieve efficiency in managing sports teams, with an emphasis on management function activities, as a core process that is implemented at all levels of the organization, characterized by the successful implementation of the organization's objectives and goals in Koontz and Weihrich organizations (1990), dividing management activities into five things: planning, organizing, staffing, directing, and controlling.

Planning is a priority for Ju-Jitsu sports teams to focus on what to do in advance, how, and who is responsible for what part of the sports team (Rahmat, et al., 2018). Planning also marks a look to the future to find different options or approaches used to make choices that are consistent with the factors, resources, and capabilities that sports teams have to achieve their goals in the competition placed in the future (Ghasemi and Asgarshamsi, 2019).

According to the review, the planning process has Thai scholars further meaning in the sports context that planning is in addition to being a guideline that has been put into practice in the future, and planning is also a system that involves activities in various areas of business operations to decide best practices for the future so that the management of sports teams operates smoothly and achieves the goals set (Udom Thanyaporn et al., 2016).

Organizing is a system for the collaboration of Ju-Jitsu teams that are related to the duties of each team athlete (Rahmat, et al., 2018). Activities under various duties are organized in accordance with each activity of the Ju-Jitsu team and determine who is responsible for what, what authority, and responsibility (Phayom Wongsarnsri, 1987: 93). To have a clear organizational structure where businesses can facilitate a plan to be prepared towards the goals of the business (Banjong Apiratikul et al., 1983: 97). *Therefore, it can be concluded that the organizational arrangement determines the structure of the organization that can facilitate the planning of the work created to achieve the desired achievements consisting of division of work, determination of responsibilities, a delegation of authority, as well as internal ordering* (Daniel et al., 2021).

Staffing is a process of selecting athlete resources and motivating athletes to achieve both efficiency and effectiveness (Mirczak, 2017). In addition, Daniel et al. (2021) explained that the process must be properly recruited to athletes in order to be packaged into the appropriate sports team structure, along with the process of advising, training and developing athletes to be of high quality, which will be the duty and responsibility of team leaders or team coaches, in line with Rahmat, et al. (2018). They have studied the process of managing and developing athletes in the context of team management of athletes in Indonesia, and have explained further beyond the above activities. The recruitment process also requires the maintenance of effective athletes.

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Directing is that the Ju-Jitsu team's coathes can allow athletes to train and compete as they wish, where the sports team must communicate with the athletes by understanding the plans along with the introduction and incentive to work hard to achieve the goals (Kudelko and Kudelko, 2014). Administration is also a management function in which the manager must supervise the athlete as to whether they achieve the required effectiveness and efficiency by issuing orders, giving recommendations, commanding the implementation of regulations (Griffin, 1993:10). In addition to this, Thai scholars have defined additional definitions in addition to sanctuary or issuance of orders, providing guidance and control of operations and administration, as well as the ability to build harmony within the team (Suwakit Sripadtha, 1988:215; Suthamdee Chatnarongsak et al., 2017).

Developing Ju-Jitsu sports teams to excellence

The development of sports for excellence is another dimension that aims to give all groups of people the opportunity to develop themselves to excellence in accordance with their national and international potential. It is an operation that continues from basic sports and mass sports with the aim of participating in competitions and expressions of sporting excellence to become the next champion (Ministry of Tourism and Sport, 2021), and is an activity that all countries value promoting operations by developing differently in context. For example, Australia has integrated sports with the basic educational management of informal education and civic education that integrating sports administration systematically and has written a plan that can indicate success in parts to short-and long-term goals, establishing a clear and consistent responsible body structure: the Australian National Institute of Sport (AIS) is responsible for developing the sport for national excellence with a focus on achievements at the Olympics and world championships focused on integrating sports science and using the techniques needed in sports. Sports development agencies will provide counseling and support services to support sports organizations at the national level so that they can conduct activities efficiently and effectively, etc.

Framework for the development of athletes to excellence in Thailand. Studies of the data have shown that they are integrated and implemented based on the National Sports Development Plan. This is currently No. 5 (2012-2016). It is the core framework of the operation to promote and create opportunities for children and young people to develop their athletic skills to their full potential, including integration. Personnel, sports, infrastructure to support training and competition, sports equipment, and knowledge of sports science and sports technology, as well as participatory management in all public and private sectors, clubs, sports associations, etc. (Kudelko and Kudelko, 2014). It aims to achieve its intended objective: all groups of athletes have the opportunity to compete and develop their abilities with a focus on excellence in both national and international sporting events. Sports personnel are continuously developed, systematically and sufficiently to meet the needs of developing sports, developing sports facilities, sports equipment and facilities to support training and sporting events at all levels, building, expanding and developing a network of sports organizations to connect and relate systematically, developing the systematic system and sending sporting events to compete for national and international excellence (Ministry of Tourism and Sports, 2021).

According to the data, the researchers concluded that Thailand's development of athletes to excellence is the same needs of many countries that want to raise their sport to show countries their athlete development potential. There are also limitations to different developments: the lack of joint sports development direction of the relevant authorities, lack of effective coordination between organizations and lack of sports personal development, which is an important factor in the development of athletes to excellence.

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4. Data Analysis and Findings

The main goal of managing sports teams is to be the team's sporting excellence. Athletic excellence can be described as managing a sports team that can allow their athletes to compete at the level of competition as much as possible and as effectively as possible to win each competition. The process focuses on managing sports resources, which requires variable management processes to maximize the efficiency of sports resources (Sakhonkaruhatdej, 2020).

In Ju-Jitsu sports, it is characterized by combat sports, which requires team management to apply pressure to participate in the team management. The Ju-Jitsu sports team planning is associated with the goals of the competition, focusing on the goal of sending athletes to compete at different levels, of which Ju-Jitsu is a Japanese sport. The sport's excellence is therefore allowed to enter international competitions (Sumana, et al., 2021). The plan with a clear goal is to pursue competitive excellence (Kudelko and Kudelko, 2014), also explaining the further relationship with sports team planning and the excellence of team management in terms of putting pressure on athletes through pre-tournament training plans by determining the results that want the Ju-Jitsu team to achieve their goals in order to become the winning team in various matches.

Ju-Jitsu sports teams also require the structure of sports teams. Mirczak's research (2017) shows that the structuring of Ju-Jitsu sports teams is different from other combat sports. In the nature of Ju-Jitsu, there are more competitive techniques than the use of force, so it relies on managing a team of athletic trainers and even athletes with planning or tactical intelligence in sporting events. The findings point to the relationship between team management and competitive goals. After an effective team structure is structured, the organization of athletes is the next process of pursuing excellence, both the proper recruitment of athletes in order to be packaged into the appropriate sports team structure, along with processes, advice, training and development for the athletes to be of high quality. It also requires supervision of athletes to determine whether they achieve the required effectiveness and efficiency by issuing orders, referrals, commanding compliance with sports team regulations (Rahmat, et al., 2018).

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

According to the review, management processes have been applied to a wide range of contexts in business, industry, as well as sports organizations such as sports teams with different aims. The management approach was found to be adapted to that context, explained in Treethawat's research (2019), as applying a management approach to the management of Muay Thai, a type of fighting sport, implementing the process of planning matches, evaluating competitors, and supporting athletes when they achieved their goals. The results showed that the process can win opponents in the match. Suwichai (2018) has adopted management variables to study in the martial arts sport of Asian countries.

5.2 Discussion

Based on past research studies, it can be concluded that in the context of sport, management processes can lead to set outcomes or goals of competition set by teams but may need to be adapted to different sports contexts.

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Ju-Jitsu is a popular sport in Southeast Asia. In Thailand, Ju-Jitsu is considered to be the most popular fighting sport in organizing different levels of competition. Studies have shown that in sport there is still a lack of efficiency in managing sports teams and building excellence for them in a concrete way. In this study, it led to a relevant review to explain the importance and relationship of sports team management with the pursuit of sports excellence.

Managing a Ju-Jitsu sports team requires a management process in various areas to provide resources such as athletes, sports equipment, venues, and sponsorships. Sports authorities with Ju-Jitsu must have a management process that includes: The process of planning games, organizing sports teams, staffing to create sports team leaders, and directing sports teams to achieve goals or lead to sports teams of athletic excellence. Ju-Jitsu's sporting excellence can be explained in two perspectives: to become one of the sporting categories to participate in and build a team to participate in the Ju-Jitsu Games in matches. The consequence is the acquisition of victory in the competition.

5.3 Recommendation

Athletic excellence is very important for athletes and sports teams as it is a long-term goal and a sustainable outcome for building a team that is acceptable in that sport, as well as the general public who will accept it. It is about strengthening a sports team with a clear goal. This study tries to explain the management variables that will create professionality in Ju-Jitsu sports and its application to other sports.

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Creative Performing Arts Projects in New Media: The Phenomenon of Adaptation of Performing Arts Curricula in the Digital Era

by

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Abstract

The purpose is to present development in Performing Arts in Thailand that results from the adaption of curricula, adapting the idea in world learning instruction in order to increase ability of learners and in order to focus on the issue of digital civil being for students continuously. Including that in the moment of COVID-19 epidemy situation that affects to new normal life of humanities around the world, it is alike to an intensive reaction to instruct Thai Performing Arts that needs to be designed and exchanged another set of knowledge broader immediately. The interdisciplined learning has come to play a role of enhancing the strength for Performing Arts in Thailand, which is a specialized discipline, so that it becomes more international. Both the instructors and the learners are urged to access to the learning and urged to develop Thai Performing Arts with digital technology inevitably. This article presents the adaption phenomena of Thai Performing Arts curricula by creative performing arts projects in new media that result from online teaching development. In the subject named Creative Performing Arts Projects for higher education of Thailand, which reveals that this course via online classroom can be connected with learning skills and creativity of learners and digital world. It results in creating performing arts products in modern media, responding to the creativity in performing arts, the empathy, the acceptance and the teamwork. This article presents activities in the classroom and challenges that the Thai performing arts curricula must deal with since March 2020 to December 2021, including suggestion for the improvement of performing arts curriculum in higher education of Thailand.

Keywords: Performing Arts, New Media, Dance Film, Phenomenon

1. Introduction

1.1 Background and Importance of the Problem

The subject named Performing Arts Projects plays the role as a process of enhancing the learners' readiness of profession with performing arts in the future. Thus, the learners need to be an active learner more than a passive learner (Chulalongkorn University, 2018) by enhancing learners' awareness in learning and cognitive enthusiasm rather than learning by heart, they are counted as one of qualifications of good learners according to American Council on Education (Ward, 2016) that learning instruction should enhance the deeply and correctly conceptual understanding of learners so that they are able to connect the knowledge together and to enjoy learning. They can integrate the learned knowledge because of learning activities by doing, as the idea of "Knowledge, practice and affection that the learners acquired will enhance the understanding of culture and global events and

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they should be tolerating with interculture and appreciate it, by global learning." They can integrate all disciplines, can practice the critical thinking skill, can be tolerating with interculture along the self-awareness, can synthesize both cultural and natural knowledge, they should be responsible to global problems/ issues and protect/ improve both local and global communities (Patterson, Carrillo & Salinas, 2012).

1.2 Research Objective

The purpose is to present development in Performing Arts in Thailand that results from the adaption of curricula, adapting the idea in world learning instruction in order to increase ability of learners and in order to focus on the issue of digital civil being for students continuously.

2. Literature Review

Performing arts curriculum in Thailand

Performing arts is counted as a field in fine arts (Ministry of Education, 2015) that in the present the curricula in higher education provide with both theorical and practical training. Because the performing arts is counted as a fine arts perceived by audiences, this field has a character of both specialized and interdisciplined subject area. Thus, performing arts learning in Thailand is a learning according to the performing arts curriculum that is usually the responsibility of Faculty of Fine and Applied Arts, its discipline character is either professional or semi-professional. Its theorical and practical training is an interdisciplined field of study within the performing arts and with other disciplines, having an arts basic as the major component and others as minor components.

Performing arts projects (Chulalongkorn University, 2018) is the finished product of students in performing arts, whose aim is to combine all knowledge that they have learned for 4 years under the curriculum, it is a creative product mainly with framework and design. Moreover, learning and teaching performing arts in the curriculum means that the graduates should have specialties in knowledge, practice and creativity for the sake of the performing arts industry in Thailand, in order to be an initiative, intelligent professional and to be able to adapt with creating some performing show that can level up the artist quality for our society in the future. Anyway, the main role of students is to be a leader of cultural creating with the ideal potentials of performing arts graduates according to Natthakan Bunsiri's mentioned in the thesis:

Table 1 Ideal Potentials of Performing Arts Graduates

Potentials	Expectations in Instruction
Knowledge	-Focusing on retrieving and thinking critical of contents in curriculum. -Focusing on systematic creating, retrieving and presenting the research academically correctly.
Cognition	-Urging the learners to be observant in order to develop ideas to the new one.
Practical Skills	-Developing the instruction with external organizations under various special projects practically.
Communication and Technology Skills	-Developing the curriculum where the learners are urged to research more.
Ethical and Moral Skills	-Learner-centered curriculum, having learners to express their opinion freely under the ethical reasons.
Value Skills	-Teamwork-concentrated instruction.

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However, this study can see that performing arts projects are seen as a potential assessment and achievement of only specialized students in this area because of brief time duration, limited budget and the status of only being students. This could be a reason why the projects are not often referred academically.

Phenomena of Thai performing arts in digital era

In the middle of the year 2000, there was an Asian economic crisis (Thanapornpan, 1997), it was a turning point in many industries. The overview of arts around the world and in Thailand confront problems in performance because of the declined popularity on dance performance and the change of arts platforms, whereas there were new technologies of production such as Virtual Reality (VR) Augmented Reality (AR) internet on mobile phone and social media. That's why the performing arts tends to be more questioned than ever due to the performing arts such as dancing, the first of field that changed the idea is visual arts (Kunavitchayanont, 2003).

For more than 2 centuries, people mostly have smartphones that can be accessed to media so fast and conveniently that they can know who is the author, the frontier disappears consequently, by the mean, they can access to platforms such as YouTube, Facebook, Vimeo etc.

In the year 2020, in Bangkok theater festival there were Good-Thank artists that showed FRAGMENT (Goodthankassociation, 2020), opening the new media (Dance Film) with presenting the Content before performing 2 times, so the new media (Dance Film) is called an occasional show that is held only in a drama or film festival, not in a general film festival. Moreover, there are still many people that record the performance and then broadcast later. In the researcher's view, dancers and actors would feel that it lacks of audiences on site because of new technology.

Figure 1 FRAGMENT Performance by Goodthankassosiation, 2020
Source: Facebook Page, recorded on 29 July, 2021, retrieved on www.facebook.com /102296525005660/videos/1151985085263510

The new media (Dance Film)

The new media (Dance Film) has techniques of shooting and editing in order to make up an outline of story with multi-layered reality and the deep affection, it can be called "the film interpretation of Performing arts project", which was formerly made for the live performance. It is undeniable that the Performing arts project is connected with the alternativity of film techniques, while the quantity of choreography and/ or the adaption of master product presentation. Each version, which is recorded, might be a movement for a camera. However, in the exchange of all

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information, there is not yet any academic discussion in performing arts by the professionals of dance project design in new media or video film because there is rarely a dance discussion or symposium.

To apply the show on the video, many fields of knowledge, especially choreography mixed with the video edition including the application of mixed media, are needed in the performing arts projects that formerly were showed on stage or in theater (Nimsamoe, 2014). It is also true that dance artists are nowadays accustomed to the application of technology of video as a tool for daily choreography in studio, some artists for promoting themselves. For the presentation on feeds on Facebook and Instagram or any website of an office, the creating and uploading of videos are almost standard steps for all free artists, without having to be trained in technology using, nevertheless there are some artists like to be trained. By the way, the idea of concept on their projects has changed, although the value of production is continuously emphasized. The cultural products, which need high budget of production, do still move, if only they are one of outcome of art production. In the contrary, the aesthetic do-it-yourself works that can be made probable informally are worth for audience expectation and if movie stars who have basic in dance and know how to utilize the stage effectively and how to use body language effectively, it could be useful for development of kinds of movie and new media or on the other aspect these factors are probably necessary to be emphasized of technology success such as VR that models the existence of perceiving organs in environment that is made on the real world.

If this study considers without the fascinating technology that excites the people, this study will find that the always essence of performing arts project is choreography, moving body, which is an international idea. In the festival FRAGMENT, the researcher noticed from experience that when this study move nearby the theater from the view of choreography, this study can see the theater with another new view, the thing this study notice will be known in the new way. There are still many social events including literatures that can be performed via performing arts in the new era media, if this study views from narrating to moving or visualizing with rhythm. The dancing choreography can help us and might respond the ideas of many artists that people are looking for new ways to perform their works such as setting, visualizing, playing monologue. The performance on an online exhibition is held because of traditional ways of performance cannot be used anymore in the situation of COVID-19.

This study can see that the relation of moving body and camera has been still important for almost 20 years, but it has become more complicated and more fascinating for the artists so that they want to find it out more about the meaning of moving in the different form as usual. This study can say that the dance projects do not need to be over-modern, but do need to be creative, for example a performing arts project is visualized in a cinema only 5 minutes, but it plays in a same loop or lets people interact with it.

Instructing Adaption of the coursework performing arts project online

Since February 2020 until now (July 2021), Thailand has been affected from the COVID-19 epidemic situation continuously, it affects severely to a daily lifestyle in all dimensions, including in education, so it results to an online instruction immediately. Online instruction of the course performing arts project of the senior students from 3 institutes: 1) the Department of Dance, Faculty of Fine and Applied Arts, Chulalongkorn University 2) the Department of Performing Arts, Faculty of Fine and Applied Arts, Mahasarakham University and 3) the Department of Performing Arts, Faculty of Humanities, Naresuan University. They consider of forms of activities and important aims of this coursework which consists of conservation, creation and development, according to the expectation of the curriculum that the students should be able to create performing arts project that is

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an indicator of success after the graduation. The students have learned, conserved and created the knowledge along their study. The curriculum wants students to work creatively on the base of changing situation of society and context of performing arts, which inspire them to produce some works so that the works are developed continuously because the aim and the direction to "a performing arts project" need the inspiration and imagination to design the dance with aesthetic.

When this study considers process and components of instruction of the course performing arts project online due to the COVID-19 situation, this study find that:

Learners are the senior students from the curriculum that consists of core subjects, practice subjects and elective subjects, which are the basic for choreography, completely.

Instructors here mean the instructor as a mentor, whose rolls are to advise, to support, to supervise, to follow up their students and to give them feedbacks after the submission of assignments. This is meant to have students learn from their feedbacks they have become in order to develop themselves.

Content for 16 weeks of instruction process for developing a project creatively, has the aim that students develop the topic of creation by the Design Process thinking based on originality as the topic and the content that students have learned can be found anywhere such as internet world or any media such as CD-ROM even on PowerPoint or an experiment or a practice.

Instruments regards to this situation, both learners and instructor need to use them in order to facilitate the instruction, for example Laptop Computer or smartphone or camera and internet connection. For there are a distance conference (online conference) or some applications that help the instruction more effective, blended learning process is effective to learning process in this coursework, using instruments for appointments to each student, or using Audio/ Web Cam or E-mail Chat for additional seminars so that the students keep in touch with their instructor regularly.

Process is a learning by experience and action. The system of classroom management and online communication via Google Classroom, Zoom, Google Meet, Teamwork etc. as a teamwork, where both learners and instructor must be under the same framework, that's the reason why they can control and manage their working. Learners might work in a 4-or-5-people team, they have to indicate their own rolls that they and the others can participate. Instructor is specialized in content, in materials for teaching and choreographer, coordinator etc. also work as a team. When the students are divided into a 4-people group in order to have an interaction and to exchange feedbacks with each other, their next assignment is to read the work from other 3 colleagues and to evaluate based on their effort, not on their flawlessness, however the evaluation system will indicate how to evaluate for students. Moreover, the learners can suggest something to their instructor or can criticize the other groups' works, then they will receive feedback from other groups and from other colleagues. They will have obviously more opportunities to listen to others' opinion.

Moreover, the instructor can direct the students to work and to consult in a team by themselves in a whole semester in order to let them have an interaction with each other. Although they can evaluate their work by themselves, the instructor still supervises and controls the teamwork and their evaluation properly.

Measurement and evaluation are processes along the working. They mean a criticism and a supervision both personally and in a team. The advisor and instructor of the coursework have the roll to evaluate as a committee, having both summative and formative assessment.

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Conclusively, the learning process of the coursework **performing arts project** in the COVID-19 pandemic situation is the blended learning process where there is a learning process via online platforms along the step Pre-Production and Post-Production, whereas the onsite learning is meant to focus on the production.

3. Data Analysis and Findings

3.1 Analysis of adaption in performing arts: Performing Arts Projects in New Media

In the process of dance film production, everyone all has a meaning to success or failure of working, it consists of 3 important departments, which work as the center of the group, coordinating all-in-one: script writer, photographers and film director. The script writer and film director are mainly the fourth-year students, whereas photographers could be non-student staffs.

The framework of dance film will be directed from a board meeting in order to brainstorm with an advisor at first time, in order to commit their mutual view and directions together. Learners in each group will discuss about their framework of dance film production and collecting some definitions from literature review. They discuss later how each member interpretate in their own view and collect later their interesting examples and discuss about them. Finally, they discuss about the needs from production a work as a global citizen, being responsible to the society. The learners have to brainstorm which conditions are appropriate in each place in order to solute problems from these conditions. They suggest for each other to construct the work, but the obstacle of time and technical terms might be a problem while discussing.

However, the reflection from working experience will be concluded by the researcher in the form of concept of Dance film production in new media:

Table 2 concept of Dance Film production in the subject named Performing Arts Projects

Concept of Dance Film production in the subject named Performing Arts Projects
1. Consider of internal imagination of learners
2. Unity and continuity
3. Freedom from world and society
4. Individual as a creator of production
5. Concentrating on process

The process begins with a topic, then a retrieval of information from library and on site, in order to make a Pre-Production (Banjong et al., 2020) by surveying, making an appointment with actors, after this process the script will be written and the production will be shot, orientating the script while shooting films. Before finishing, the pictures can be retouched and edited.

Basically, the students as actors should be able to write a script, be able to explain ways or emotion of the cast, so that the director and photographers understand in the same direction, and should be able to create moving pictures in the right way. After shooting pictures, the picture director has to explain about choreograph to picture editors, how the feeling and styles should be expressed according to the techniques that they apply.

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Along the procedure, the instructors ask the learners to adapt their logic about arts creation according to the discussion to present theories and backgrounds of creating arts with PowerPoint. Along the discussion, the discussion between different disciplines is possible to do as well so that it can be called an interdisciplined discussion for development or Asynchronous discussion (Office of Academic Affairs, 2020).

However, the main point of discussion is the Script that the scriptwriters have to understand so deeply that they can capture the Key Massage to send to the audiences in order to develop the intelligence and creativity. Otherwise, the dance film will lack of many qualifications of performing arts creation such as the creativity.

With online platforms, the instructors and learners plan together to communicate, to instruct and to discuss via online classroom applications such as Google Meet or Zoom Meeting. The schedule of online instruction takes approximately 3 months and the meeting in a virtual classroom is held more the 2 months.

The instructor facilitates the learners about communication both academically and personally and directs the learners to perform their achievement after learning by presenting the interesting content in performing arts products.

It can be seen that the group within classroom includes from the discussion in the classroom to Peer-to-Peer communication (Office of Academic Affairs, 2020), which introducing themselves, expressing the opinion, reflecting the others' opinion, committing the goals together to complete performing arts products. Consequently, the product, Performing Arts Project, will be broadcasted online later.

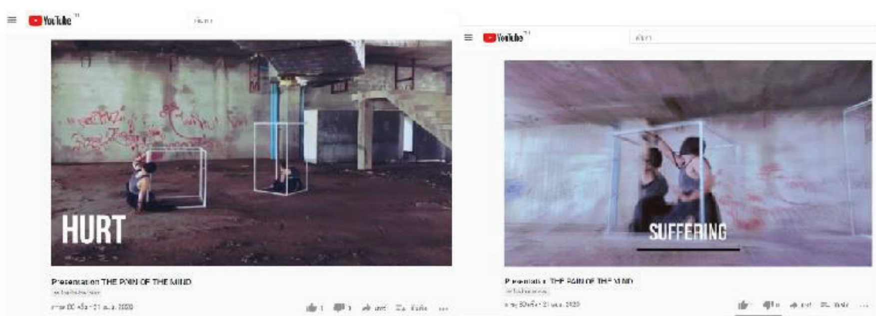

Figure 2 Presentation the Pain of Mind

Source: Recorded on 29 July, 2021, retrieved on https://www.youtube.com/watch?v=_BWIkxXIaG4.

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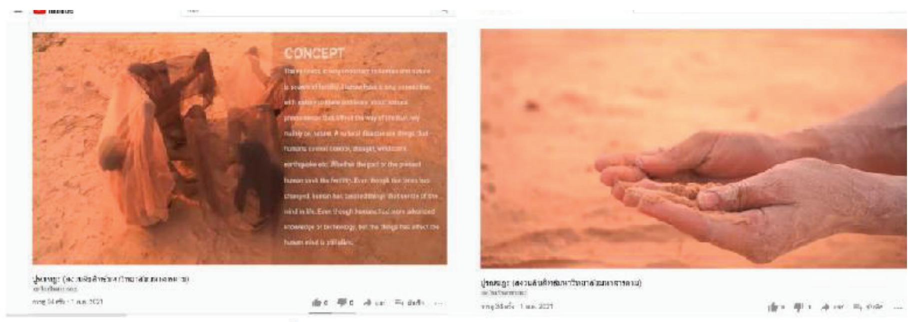

Figure 3 Puranagata
Source: Recorded on 29 July, 2021, retrieved on https://www.youtube.com/watch?v=_8uPZrsKVGk.

3.2 Issue and challenges of the process of performing arts project in new media and under the COVID-19 pandemic situation

1) Knowledge and skills in technology for education and creation

From the growth of media technology to the 5G era, these factors result in the increase of quantity and effectiveness of devices especially smartphones, especially smartphones of students tend to be used for conference online or for information-knowledge retrieval together with for their entertainment. There are moreover platforms where there is a learning so enormously that the learners cannot follow all the contents. When the users lack of technology and lack of information-knowledge retrieval and lack of “select-to-receive” and “adapt-properly” skills, both learners and instructor gain the benefits of technology not enough as they are meant to gain.

2) Alternative communication skills

Due to the situation of **long distance between members in the coursework,** the problem of communication is eased with Alternative communication. Thus, the instructor should utilize a design for learning communication in order to keep a relationship with learners continuously and support them until they succeed.

3) Time and flexibility management

Initially, adaption in online learning is an immediate challenge that is a pressure for both learners and instructor. Only if the role of the instructor is still to manage the classroom in order to develop the learners continuously. The problem of fatigue and of workload is another challenge for the instructor in analyzing and planning, thus the instructor needs the flexibility and positivity.

4) Main idea of the lesson

Although the content of instruction is a result according to the purposes of learning, the content of instruction is also a communication of content via online learning-teaching that still has a disadvantage about monitor size, area site or even internet connection. That is the reason why the instruction needs to be held as a perceptive activity for students as an essence of learning arts.

5) Adaption of evaluation

In online learning, it is essential that communication is focused on in order to assess the students validly and correctly. That is the reason why an approach, a scope, a media and criteria for the evaluation should be indicated explicitly.

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4. Conclusion, Discussion, and Recommendation

4.1 Conclusion

This research reflects from the adaption of instruction of performing arts in Thailand from the idea of design thinking that the dance performers use in solving of problems and looking for an approach or a solution to respond to the needs to learn for developing. The aim of new graduate production in the crisis period that result in instruction for development abruptly, is to urge students to depend themselves on alternative technology, which does not focus on the problem but on the solution and the action to the expected aims. The design thinking consists of logic, imagination, instinct, and systematic reasoning for new possibility and for expected outcomes. It is a boon for performing arts industry in Thailand in the future. In the view of researcher.

4.2 Discussion

For one year because of COVID-19 epidemy situation, the instruction of Thai Performing Arts in higher education has been held online and has still had the same visions of learning arts that focuses on experience of learners along with learning-by-doing. From that method, the learners have developed in knowledge, practice and affection of working in this field and of working as a team. Leaning openly and expressing opinions freely, the learners might feel that learning is always so challenging that they can improve their skill of creativity and the dare to risk in deciding something and accepting some disadvantages and their own mistake or failure, finding mistake or failure as a step of learning, not as a failed person. Thus, they tend to improve more self-efficacy. Moreover, producing a dance film responds to the idea of dance production development together to the advanced technology for dance artists as a digital citizen in the 21st century. However, some students still lack of essential skill and knowledge for right and responsibility in the digital era world. Considering of dimensions, rolls of learning online as a big change consist of:

External dimension

As online instruction as a revolution in educational technology in performing arts, communication and learning is an individual ability in internet technology, a distinguished change of education and internet as a revolution to a new social outcome in economic, social, political view and in daily life view as well.

Internal dimension

The communication technology becomes cheaper because of the situation, that's why the people can connect to the internet and access to the content of the people and institutes freely. They can not only accept the information, but also create their own content, that makes them connect to it anytime and anywhere easier and makes them personalize all visual/ audio/ graphic information together. By global learning, the learners can integrate all interdisciplined knowledge and practice their skill of critical thinking and skill of accepting interpersonally and of self-awareness.

4.3 Recommendation

Thai performing arts project in digital era is a phenomenon of new meaning for performing area for performing arts in Thailand, not declining any spirit of performing arts, but focusing on developing the education in conceptual performing arts and interdisciplined design process. It can be called the producing new knowledge, which supports learners to create performing arts works

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according to the era where the digital environment plays more roles. It increases opportunities for new-generation performing artists to seek the way in developing performing arts works so that they can move forward more internationally.

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The Management Guidelines of Master of Education Program in Educational Administration in Private Higher Education Institutions Based on Thailand Qualifications Framework

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Abstract

This research study was aimed at 1) investigating the management of Master's Degree programs, Faculty of Management Studies, Private Higher Education Institutions, 2) reviewing the management of Master's Degree programs, Faculty of Management Studies, Private Higher Education Institutions, and 3) assessing the management curriculum at the Master's Degree level, Faculty of Management Studies, Private Higher Education Institutions according to the standard framework of national higher education. Using qualitative research methodology included 3 steps. Firstly, the management of Master's Degree programs of the Educational Administration in the year 2016 for the Private Higher Education Institutions was conducted. Most of them were members of the Association of Private Higher Education Institutions of Thailand, in the royal patronage of HRH Princess Maha Chakri Sirindhorn. Educational arrangement and self report were conducted, with 32 curriculum identifying data, documents, theories, research studies related to the standard framework of higher education along with relevant regulations and the curriculum managed by a collection of data from the CHEQA Online Quality Assurance Database (CHEQA Online). It was a database used for quality assurance in education used in the preparation of “Self Assessment Report” (SAR), analyzing the data of the use of frequency, percentage, and mean. Secondly, a method to manage a Master's Degree program, Faculty of Management Studies was identified by using the results of the analysis from the first step to draft the management guidelines for Master's Degree programs, Faculty of Management Studies, Private Higher Education Institutions. Interviews with a program director and several lecturers in the Faculty of Management Studies were conducted of 7 people. It was aimed at considering and commenting the management draft of Master's Degree Programs, Faculty of Management Studies. The third step was the evaluation of management guidelines for Master's Degree programs, Faculty of Management Studies, Private Higher Education Institutions in consistency with the possibility and usefulness by interviewing with 5 members of the Dean Faculty, Assistant to Dean Faculty, and program director. The results indicated that the Master's Degree program in the year 2016 of 32 courses detailing the curriculum description for refreshment. 23 courses were still under review, 5 were under review, and 4 were under review. Secondly, indicators of performance according to the framework of national qualifications were determined and all curriculums were satisfied. Thirdly, the problem found was the curriculum management focusing

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mainly on the teaching support, qualifications of first-time admission, time spent on extra curricular activities, and competitiveness of other institutions. Fourthly, the progress of the proposed activities in the report of the previous year was reviewed (i.e., training of teachers, curriculum updates, and student activities). Finally, comments and suggestions regarding the quality of the curriculum from the course evaluator (details of the curriculum, lecturers, details of the course, management, and student's aspect) were given.

Keywords: Management Guidelines, Educational Assessment, Educational Administration, Online Quality Assurance Database

1. Introduction

1.1 Background and Importance of the Problem

The National Education Act, B.E. has been considered by learners the most important act. The educational management process must encourage the learners to develop naturally, and to their full potentiality. Section 43 (administration and management of private education) shall be independent with supervision, monitoring, and assessment of educational quality and standards from the government. It must comply with the same criteria for quality assessment and educational standards as that of a state educational establishment. Section 45 (private educational establishments) shall provide education at all levels and types. Education as required by law whereby the state must establish clear policies and measures that concern private sector participation in education. This may allow private educational establishments that provide education at the degree level to operate independently. It may have own flexibility that develops academic freedom, with under supervision of the Council of Educational Institutions according to the law on private institutions of higher education.

The Higher Education Standards 2018 (standard 5 for Management) states that higher education institutions have curriculum and learning management that focuses on learner development and integration to provide desirable features meeting the national strategy. This needs a variety of countries in terms of economy, society, and environment by the participation of communities, society, and establishments in both public and private sectors. The higher education institutions are also managed, according to the missions and visions, as well as managing personnel and learning resources in accordance with good governance. It takes into account diversity and academic independence, efficiently and effectively flexible transparency, and verifiability. The higher education institutions may have quality assurance systems, with effective and efficient monitoring, examination, evaluation, and development of educational management at the curriculum, faculties, and institutions level. It is supervised that educational management and mission operations are in accordance with the Ministerial Regulations for Assurance. Continuing education quality must comply with the higher education curriculum standards developed by the National Higher Education Qualifications Framework, and other standards specified by the Ministry of Education.

The National Higher Education Qualifications Framework is provided to serve as a standard framework for higher education institutions as a guideline for curriculum development or improvement, teaching management, and improving the quality of education management to be able to produce quality graduates for the benefit of accreditation of qualifications in higher education. This requires higher education institutions to develop, or improve details of the curriculum, according to the notification of the Ministry of Education on qualification standards and the qualification level of each study field by providing details of the course. Course details and details of

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field experience (if any) are required, along with a report on course performance. This report on the results of field experience (if applicable), and report on course performance with at least topics are specified by the Higher Education Commission. They are conducted for teaching and learning management, as well as measurements and assessments to ensure that graduates having standards of learning outcomes covering at least 5 aspects: 1) morality and ethics, 2) knowledge, 3) intellectual skills, 4) interpersonal skills and responsibility, and 5) in numerical analysis skills, communication, and the use of information technology. For the fields/disciplines may emphasize on practical skills, and learning outcomes standards for range skills must be increased.

A strategic plan for implementing the qualifications standard framework in Thailand may include: 1) strategy that involves the development of systematic cooperation between the workplace, professional associations, professional, and/or occupational groups and education institutions. It may serve to produce manpower, equipped with the requisite skills, knowledge and attitudes, according to NQF guidelines; 2) strategy that concerns with the curriculum development in line with the NQF level descriptors. Advocacy campaigns are held to encourage workplaces, professional associations and education institutions that work together to design curricula integrating formal, non-formal and informal education systems. It may serve to determine learning outcomes and performance standards at each qualification level. A system is also established for monitoring, evaluating and accrediting education institutions, in accordance with NQF levels; 3) strategy that involves developing systems for the assessment and evaluation of learning achievement, incorporating mechanisms for the recognition of prior learning and for credit accumulation and transfer; 4) strategy that involves strengthening education institutions in their efforts to link education to the skills, demanded by the labour market (European Centre for Development of Vocational Training (Cedefop); European Training Foundation (ETF); United Nations Educational, Scientific and Cultural Organisation (UNESCO); UNESCO Institute for Lifelong Learning (UIL), 2017).

However, the problems of Thai education management are educational achievement of students from both domestically and internationally and the comparison between foreign countries that is still at a low threshold. Management education between Bangkok major cities and other provinces is still highly different (Wedit speaker Chiangkul, 2016). Educational reform guidelines to be effective and solving big problems are the reform of teachers and educational institution administrators to be more academics and leaders. Reforming is done through the development of selection and compensation of institutional administrators and teachers having knowledge and abilities in educational management so that most learners have knowledge and thinking skills. Appling the synthetic analysis can support new things that create a responsible citizenship with the ability to compete with others and other countries (Witayakorn Chiengkul, 2016). The management of higher education should focus on both academic programs and teaching, and strengthen the moral and ethical system in order to cultivate goodness. This would boot morals and arts for students especially in the Faculty of Science and Social Sciences (Secretariat of the House of Representatives, 2017).

Although the educational institution has various laws or policies to regulate the quality of education, such as the Private Higher Education Institution Act (Higher Education Standards Course Benchmarks, 1996), National Qualifications Framework for Higher Education. The education development plan is made by the Ministry of Education that is currently the 12th issue (2017-2021), etc. However, there are still news stating that some courses do not meet the quality of educational management such as the announcements of the Higher Education Commission on a list of courses that do not comply with curriculum standards from the results of the Internal Quality Assurance Assessment (IQA). The results are found by the internal quality assessments of higher education institutions in the academic year 2015 and 2016, using the curriculum-level assessment for

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component 1 (regarding the number and teacher qualifications management). There are 9,009 courses at bachelor's and master's degrees from all 155 public and private higher education institutions. It is found that at that time from 40 higher education institutions, there are 182 courses that do not comply with the standardization of component 1 for 2 consecutive academic years (2015-2016 academic year), accounted for 2.0% of the total curriculum). It comprises of 68 bachelor's degree programs, 89 master's degree programs, 24 doctoral programs, and 1 graduate certificate program. It is obvious that all higher education institutions try to expedite adjustments to meet the criteria, or prepare to close the course (Office of the Higher Education Commission, 2017).

1.2 Research Question

1) To study the administration of a master's degree program, Master of Education Program Department of Educational Administration, according to the National Higher Education Qualifications Framework of private institutions of higher education.

2) To find a guideline for educational management at the master's degree level, according to the National Higher Education Qualifications Framework of private institutions of higher education.

3) To assess an approach to educational management at the master's degree level, according to the National Higher Education Qualifications Framework of private institutions of higher education.

2. Literature Review

2.1 Related Concepts &Theories and Literature Surveys

From the above reasons, the course reviews the performance that does not meet the criteria in PhD education management. The Office of the Commission on Higher Education has monitored and evaluated the implementation of doctoral education management, and brought the results to create guidelines for educational management at the doctoral level. It is used to be a horizontal framework in determining the direction of operations to higher education institutions, adhere to as a guideline in the management of doctoral education for management education at the master's degree level. This is a level that develops students to have characteristics that requires a thorough understanding of the theory, the latest research results, and developments at the level academic leadership or professional practice. Also, the results might be associated with developments in the knowledge body and ability to use research techniques to study at a high level for use in academic or professional practice. These techniques are used to conduct important research, or to undertake professional research projects. The researcher, therefore, deems it necessary to conduct a research study, and create a guideline for educational management at the master's degree level according to the National Higher Education Qualifications Framework for private institutions of higher education. It is to consider, and use as a guideline for further education management.

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3. Research Methodology

3.1 Research Design

It is a qualitative research methodology by surveying empirical data in order to prepare a draft of the management guidelines for master's degree programs, according to the National Higher Education Qualifications Framework of private institutions of higher education. This research study is divided into 3 steps shown as follows:

Step 1: Studying a Master of Education Program in Educational Administration, Department of Educational Administration, according to the National Higher Education Qualifications Framework of private institutions of higher education.

Conducting the qualitative research study and analyzing data, documents, or theories related to the National Higher Education Qualifications Framework and other relevant regulations. The study is conducted for the current state of curriculum administration by collecting information on course administration. From the educational quality assurance database system, CHEQA Online (Commission on Higher Education Quality Assessment online system) is used as a database system for educational quality assurance used to prepare self-assessment report (SAR). It is done by selecting the curriculum-level quality assessment results of the Master of Education Program of the private higher education institution. Such private institution is a member of the Royal Thai Embassy in the year 2018 by presenting the results of the curriculum administration, as prescribed in the notification of the Ministry of Education. A guideline is developed for the implementation of the National Qualifications Framework for Higher Education 2009 in the academic year 2016 with relevant information in 3 areas. Information supporting the preparation of curriculum management guideline includes 4 areas shown as follows:

a. Courses details offered, academic year 2016.
b. Performance indicators, according to the Thai qualifications framework for higher education.
c. Course administration.
d. Progress of the planned operations presented in the previous year's report.
e. Comments and suggestions on course quality from course assessors.

A draft of the guideline for the Master of Education Program in Educational Administration is made, according to the National Higher Education Qualifications Framework of private institutions of higher education.

Step 2: Finding an approach for the Master of Education Program in Educational Administration, according to the National Higher Education Qualifications Framework of private institutions of higher education

From the results of the analysis from Step 1, a preparation of the draft guideline for the Master of Education Program in Educational Administration is made according to the National Higher Education Qualifications Framework of private institutions of higher education.

Step 3 Assessment of the Master of Education Program in Educational Administration, according to the framework of the National Higher Education Qualifications Standards of private institutions of higher education.

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After the researcher drafts a guideline for the Master of Education Program in Educational Administration (according to the National Higher Education Qualifications Framework of private higher education institutions), a group discussion is conducted by selecting experts with expertise or experience in course management. Expert in measurement and evaluation higher education scholars are invited with the method of selecting a specific sample (purposive selection).

3.2 Population and Sample

Private institution of higher education, there are a total of 73 universities including 42 universities, 20 colleges, and 11 institutes. Considering only the private institutions of higher education are members of the Association of Private Higher Education Institutions of Thailand, under the Royal Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn. There are a total of 65 places in the year 2018, comprising 41 universities, 18 colleges, and 6 institutes.

A sample group is determined by choosing to study the Master of Education Program in Educational Administration, Department of Educational Administration of Private Higher Education Institutions. These institutions are a member of the Association of Private Higher Education Institutions of Thailand, under the Royal Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn. In 2018, there were 33 institutions in total, including 23 universities, 9 institutes, and 1 college. There was 1 university that opened the program in the academic year 2017. Therefore, there was no quality assessment of the academic year 2016 curriculum, the remaining 32 courses used in this research study.

4. Data Analysis and Findings

4.1 Data Analysis of the Qualitative Data

Step 1: Studying a Master of Education Program in Educational Administration, Department of Educational Administration according to the National Higher Education Qualifications Framework of private institutions of higher education

1) Course details offered, academic year 2016

Data of private higher education institutions is collected that operate the Master of Education Program in Educational Administration in the academic year 2016. It was found that there were 33 institutions, 23 of which were 23 universities, 9 institutes, and 1 college. There was 1 university that opened the program in the 2017 academic year were used in this study in 32 places.

Table 1 Curriculum Status and Anniversary Years of Curriculum Renovation

Course Status		Number of Courses Acknowledged by the OHEC	Anniversary of Course Improvement
Improved course			
Improved 2016	4	2	2020
Update 2015	8	2	2019
Update 2014	9	1	2018
2013 update	2	-	2017
including improvement courses	**23**	**5**	
new course			

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New courses 2017	1	-	2021
New course 2014	1	-	2018
New course 2013	2	-	2017
New course 2011	1	-	2015
New courses included	**5**	**-**	
All courses included	**28**	**5**	

From the results of the analysis of curriculum data, it was found that there are courses that completed the 5th anniversary of the curriculum development used in the academic year 2016 at 1 place. A curriculum is under renovation in the academic year 2016 that is not open for teaching. The 5th anniversary curricula require curricula development for 2018 of 4 places, and for 2019 of 11 places.

2) Performance indicators are developed, according to the National Higher Education Qualifications Framework. The announcement of the Ministry of Education states that a guideline for compliance with the qualifications framework for higher education in 2009. The higher education institutions shall ensure the quality of curricula and continuous teaching and learning in all programs, by determining indicators and assessment criteria that reflect the implementation of the National Higher Education Qualifications Framework.

Course performance is relevant to the percentage of performance, according to the performance indicator and the framework of the Higher Education Qualifications Standards appearing in the curriculum (TQF 2), Section 7. Each academic year with full-time program instructors report the annual performance by the curriculum performance report form (TQF7) that shows the results of operations (see Table 2).

Table 2 Performance Indicators in Academic Year 2016, According to the Thai Qualifications Framework for Higher Education

Key Performance Indicators	**Number of Courses with Performance**		**Note**
	Criteria Evaluation Results	**The Results of the Assessment Does Not Meet the Criteria**	
1. At least 80% of course instructors participate in meetings to plan, monitor, and review course implementation.	32	0	
2. There are details of the curriculum in the form of TQF 2 consistent with the National Qualifications Framework or the qualification standard in the field/field of study (if any).	32	0	
3. Containing details of the course and field experience (if any) in the form of TQF 3 and TQF 4 at least, prior to the commencement of teaching in each semester to complete all subjects.	32	0	

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4. Preparing a report on the results of the course and reports on the performance of field experiences (if any), in the form of TQF 5 and TQF 6 within 60 days after the end of the semester that is open for all courses.	32	0	
5. Preparing a report on the results of the curriculum according to the TQF 7 form within 60 days, after the end of the academic year.	32	0	
6. There is a verification of student achievement, according to the learning outcome standards specified in TQF 3 and TQF 4 (if any) at least 25% of the courses offered in each academic year.	29	3	One institution that did not meet the criteria showed details indicating that the achievement was verified. But it doesn't show the details of the percentage performed.
7. There is development/improvement of teaching and learning management, teaching strategy or learning evaluation from the results of the operational evaluation reported in TQF 7 last year.	31	0	1 (Not Showing Results)
8. All new teachers (if any) receive orientation or advice on teaching and learning management.	22	1	10 (No New Teachers)
9. All course instructors develop academic and/professional development. at least once a year.	31	1	
10. The number of teaching support personnel (if any) is developed academically and/or professional not less than 50 percent per year.	28	0	4 (No Teaching Support Personnel)
11. A level of satisfaction of the final year students or new graduates towards the program, with an average of not less than 3.5 out of 5.0.	31	0	1 (Not Showing Results)
12. A level of satisfaction of the graduate users affects new graduates, with an average of not less than 3.5 out of 5.0.	31	0	1 (Not Showing Results)
Average self-assessment scores across all courses	4.73		

It is found that the curriculum performance of the academic year 2016. Twelve indicators have an average score of 4.89 points. The indicators whose performance meets the criteria of all institutions are indicators #1 to #5, indicators #7. Points #10-12 are for the indicators that some institutions do not meet the criteria. For indicator #6, there is a verification of student achievement according to the learning outcome standards specified in TQF 3 and M. Cor. 4 (if any) at least 25% of the courses offered each academic year. All full-time program instructors have gained academic and/professional development, at least once a year.

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Assessment criteria pass is that indicators #1 to #5 are implemented with at least 80% of the stated performance indicators that are performed each year. For a Master of Education program with 32 educational administration disciplines, it is found that there was performance through every place.

Curriculum management

Problems in curriculum administration may impact on the achievement of the course objectives. A guideline for preventing and solving future problems is shown as follows:

1) Problems in curriculum administration are divided into 3 areas as follows:

Course details

It is found that it comes from external factors such as the competition of the same course as other institutions. A course is accredited from the Professional Council, Office of the Teachers Council of Thailand. Secretariat course requirements may include the qualifications of the applicants.

Management

Instructors do not have academic positions due to other tasks, whereas accessing to research databases is limited, or lacking of retrieval skills and reading in English.

- Students are unable to complete their studies within the specified time.
- Teaching support is insufficient.
- Preparation of course details measurement tool is arranged.
- Teaching and learning management grouping of subjects are developed. Organizing extra-curricular activities are arranged.
- Thesis process, with writing skills is determined.

Course performance

It includes teaching and learning management quality, thesis quality building new knowledge. Educational administration professional experience training model corresponds to the application for the Teachers Council's Educational Administrator Professional License.

2) The impact of problems on the achievement of the curriculum objectives is divided into 3 areas.

Details of the course are: 1) number of students affecting the budget for managing the curriculum to ensure quality, 2) instructors not teaching at their full potential, 3) confidence building in the curriculum, 4) students' concerns not getting a vocational license, and 5) development of teaching techniques.

Management includes curriculum and professional experience training for educational administrators, in accordance with the certification of the Teachers Council of Thailand.

The results of the program are as follows: 1) students failing to complete their studies on time, affecting the number of student’s enrolled, 2) full burden of being a thesis advisor, 3) lack of innovation development, 4) assessment of the teaching and learning process of the instructors. The results of the satisfaction assessment of final year students/new graduates towards program quality are analyzed, and assessed with user’s satisfaction, 5) build proficiency in using software packages for statistical analysis, 6) limitations in searching for research articles and academic articles, 7) being able not to achieve the objective of organizing extra-curricular activities for students, 8) decision making in each issue is delayed due to the need to consider multiple areas of work, 9) students are not developed for their

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special characteristics such as research, leadership and responsibility, personality, etc., 10) insufficient information and theories related to studying abroad. The characteristics of learners (students) do not meet the requirements of the curriculum, 11) student research results are of low quality. It cannot be published in a national academic journal, 12) assessment of learning achievement is unclear.

3) Guidelines for preventing and solving problems in the future, divided into 3 areas

Course details include: 1) reducing a number of special instructors and increasing marketing strategies by collaborating with internal departments and external partners, 2) requiring those who have graduated more than 5 years to study fundamental adjustments, 3) having a project to increase their potential by organizing short-term training courses, 4) the institution accelerates the follow-up of the curriculum assessment from the sub-committee of the Teachers Council of Thailand secretariat for the preparation of information to certify the course to have certification results before the students graduate, 5) using public relations and proactive strategies, 6) improving strengths of the course, 7) both questionnaires used for graduate users and target groups adding questions for further understanding of curriculum instruction, and 8) raising of curriculum quality standards.

Management of course has functions of 1) determining the course objectives, teaching methods, media, measurement and evaluation that are consistent with the problem conditions and needs of the learners, 2) adjusting the teaching methods in the course of statistics and educational research methods to develop the results into an outline, 3) identifying the problems in course administration that impacts the problem on the course objectives guideline achievement for preventing and solving future problems support agency. This agency meets to discuss for student development projects/activities by considering the appropriate time. Requirements surveys are required to subscribe to the ISI database and the research database Scopus, computer care, and Internet system, 5) organizing the training on research databases, and 6) defining learning objectives to cover Revised Bloom's Taxonomy Action Verbs.

- Lecturer has functions of 1) determining the meeting plans and invite meetings in advance, 2) reducing the teacher's document workload, 3) developing the research skills International publications, 4) team teaching, 5) support teachers to do academic work for academic positions, 6) encouraging instructors to do research with external agencies, 7) developing instructors to be competent. measure, evaluate learning outcomes in light of the verification of course achievement, 8) tool development meeting development of assessments used in teaching, implementation, and evaluation, and implementing assessment results for improvement in the next academic year, and 9) teacher meetings to see the linkages of program goals, program learning outcomes, teaching strategies, methods and assessment and design backward instructional design.
- Student has functions of 1) organizing the teaching hours to enhance English language knowledge, organizing knowledge enhancement activities, enhancing leadership for all students, 2) organizing workshops on writing abstracts in Thai and English research database, 3) developing research article writing skills in both Thai and English for students, 5) organizing an editorial office project to support and screening students' research articles, and recommendation document for graduate research questions, and 7) a meeting to clarify research outlines for thesis/independent research.

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Course performance includes research on the results of professional practice in accordance with the Teachers Council of Thailand's executive professional standards.

The report on learning support students was written for those graduates who gave comments and suggestions about the management of learning support as in the table below.

Table 3 Comments and Recommendations on the Management of Learning Support from Graduating Students

Comments and Suggestions from Graduating Students	Number	Faculty Members' Opinions on the Assessment Results
1. The adequacy of laboratory equipment and the modernization of the internet laboratory for students to use to research information in the school building. and teaching equipment	3	1. Modernization of laboratory equipment investment is required. in order to obtain students with the strength of the desired identity Preliminary maintenance and replacement of important equipment first.
	1	2. A computer room has been set up for students to use in teaching and learning. but may not be known by all and may not be enough to meet the demand at that time
2. There should be textbooks, documents and other materials that are up-to-date and sufficient in the field of study.	1	3. Purchasing, procuring, repairing teaching materials to facilitate teachers
	1	The opening of many faculties/disciplines, therefore, documents, textbooks, and other materials provided for educational administration disciplines. may not be enough to meet the needs of students

Progress of the Planned Operations Presented in the Previous Year's Report

Comments or material from last year's appraisers were presented. Let's report the progress of the operations of 20 places, which can be summarized as shown in Table 4.

Table 4 Comments or Materials from the Assessor

Category	Comments or Materials from the Assessor	Number of Comments
Course Details	1. Development of curricula to meet the criteria of OHEC	3
	2. Development of curricula to meet the criteria of the Teachers Council of Thailand	2
	3. Assessment of learning according to the TQF by following the established guidelines, the implementation of the TQF indicators is checked whether and to what extent the goals are met.	1
	4. In some subjects, students should be sent to do internships in educational institutions with the director of the school as a mentor.	1
	5. Set Curriculum mapping to match the nature of each course. and can be assessed	1
	6. The course should define the uniqueness of the course as it has different strengths/focus points from other courses.	1
	7. Curriculum development according to the IQA criteria of the	1

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	OHEC	
	8. Indicative process evaluation and the determination of issues that cannot be carried out in accordance with the indicators and find solutions to improve concretely	1
	9. Curriculum Updates teaching management and student assessment There is still a lack of part of the process assessment. and the use of the assessment results to improve the process	1
	10. Lack of action on many issues, including planning meetings, monitoring and reviewing of course implementation, and verification of academic achievement.	1
	11. Modification of the SAR document form from the institutional form to the course form itself. So that the course can be written to cover all indicators.	1
	12. Writing a presentation The "systems and mechanisms" of every element in a SAR document should cover all aspects.	1
Lecturer	1. Support teachers to apply for academic positions	6
	2. The task of being a thesis advisor	2
	3. Publication of research	2
	4. Development of instructors in accordance with the qualifications standard framework of the Office of the Higher Education Commission.	2
	5. A system to control the workload of thesis advisors and independent research studies that can be inspected immediately and continue to operate	1
	6. Examination of the qualifications of the full-time course instructors to be in accordance with the curriculum standards announcements.	1
	7. Support teachers to present their academic works at the international level.	1
	8. There are full-time instructors for the course.	1
	9. The publication of the teacher's work is published in conjunction with the student's thesis work.	1
Course	1. Verification, assessment of teaching and learning management, and assessment of thesis/dissertation measurable	1
	2. Should consider the content of the course in accordance with the professional standards of the Teachers Council of Thailand.	1
	3. Measuring and evaluating the learning and achievement evaluation process	1
	4. Supervising the assessment of teaching and learning management and curriculum assessment (TQF 5, TQF 6 and TQF 7).	1
	5. Teaching and learning management And the results were measured according to the National Higher Education Standards of the OHEC.	1
	6. Writing for TQF 3 for some subjects, the learning outcomes should be specified in accordance with Curriculum Mapping in TQF 2.	1
Management	1. Learning support facilities such as purchasing, procuring, repairing teaching materials to facilitate teachers/students online database	9

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	2. Increase communication channels	3
	3. Management of the transfer comparison plan to be in accordance with TQF 2.	2
	4. There should be more data collected from graduates and the results of the assessment should be used to improve them to be concrete.	1
	5. Teaching and learning that focuses on learners.	1
	6. Lack of student assessment	1
	7. Should do KM in terms of quality assurance.	1
	8. Preparation of personnel development plans of the Faculty should be measured according to the indicators	1
	9. Proactively promoting the program to increase the number of students.	1
	10. There should be activities to enhance skills.	1
	11. Processes should be assessed in various aspects of the curriculum such as teaching and learning management. and student evaluation concretely	1
	12. Improve the assessment form to have clear issues consistent with the course implementation.	1
	13. Renovation of the University Regulations on the management of graduate studies	1
	14. Adjust various assessments that can truly answer the question of the course	1
	15. Assessment of the student admission process to lead to student preparation	1
Student	1. Developing learning potential in the 21st century	5
	2. Support to have a thesis writing and dissemination of thesis in a journal that is in a high-weighted database such as TCI.	4
	3. Supervision and follow-up of the thesis process and set up a clear thesis assessment system to achieve standards	2
	4. Development of students to cover the national tertiary qualifications standards that have been shown in TSU 2.	2
	5. Modification of the dissemination of research papers, thesis papers on the website to be more and more complete in all researches.	1
	6. Thesis Management System for Higher Education Institutions (iThesis)	1
	7. The graduates' work is published at a national conference.	1
	8. Published works of students and graduates of master's degree programs.	1
	9. Take advantage of student research results.	1
	10. Should provide students with additional experience for professional practice in educational administration with educational agencies/organizations.	1

Step 2 is finding an approach for the educational management in a master's degree program according to the National Higher Education Qualifications Framework of private institutions of higher education. Collecting data and analyzing the details from Step 1 was done by taking issues in which the course has inconsistent with performance or has been suggested to be considered for

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improvement or development of the course. A guideline was also brought for educational management at the doctoral level to accompany in drafting guidelines for the educational management at a master's degree, according to the National Higher Education Qualifications Framework of private institutions of higher education.

Step 3 is an assessment of the educational management approach in a master's degree program, according to the framework of the National Higher Education Qualifications Standards of private institutions of higher education. Qualified persons were identified with expertise or experience in the educational administration, Department of Educational Administration. Expert in measurement and evaluation higher education scholars was considered. Details of the administration of a Master of Education program were considered. Department of Educational Administration comprises of 32 private higher education institutions, according to the framework of qualifications for higher education of a private institution of higher education.

Guidelines for the Educational Management at a Master's Degree, according to the Framework of the National Higher Education Qualifications Standards of Private Institutions of Higher Education

1. Educational management at the master's degree level must take into account the necessity and readiness of resources for teaching and research. This should be sufficient for the quality of the course opening for the creation of new knowledge. It is the intellectual foundation of the country's development in accordance with the national strategy, including a system for selecting learners with potential and suitable for the context of higher education institutions. The aim was creating new knowledge, in accordance with relevant professional organizations for the benefit of graduates. The direction of teaching and learning must be consistent with the philosophy, mission, objectives of the institution, learning outcomes of the program and degree obtained. Specialized higher education institutions should focus on providing education that is appropriate for the focus and context of that higher education institution. In addition, the institutional target group should be reviewed according to the context and potential of each institution.
2. Quality control of educational management at the master's degree level requires a mechanism to control the standard quality of the instructors, responsible for the program. Course teacher, thesis advisors, and thesis examiners have a strong research base to propel the institution to the national or international level.
3. Thesis work must be up to the standard of research quality that consists of knowledge and depth in research fields skills in formulating research problems and questions, including research design and conducting research on their own. The research process is considered in order to be able to pioneer new knowledge independently, as well as have the ability to create and sustain academic progress. Continuously link the integration of their expertise with other sciences, having moral and academic and professional ethics, committed to having knowledge and understanding in the process of creating and applying new knowledge for job and social development. This should encourage publication in national and international academic journals.
4. The course details are developed or updated to be up-to-date, in accordance with the announcement of the Ministry of Education on National Qualification Standards for Higher Education (B.E. 2552 or A.D. 2009) and in accordance with the Notification of the Ministry of Education on Curriculum Standard Criteria. Graduate Studies (B.E. 2558, or A.D. 2015), and other relevant announcements. The curriculum performance is assessed and reported every academic year in order to use the information to improve the curriculum at least periodically, according to the course duration or every 5 year cycle.

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5. The Council of Higher Education Institutions must have good governance, and show responsibility in the event that the curriculum approval that does not meet the higher education standards and other relevant standards. Higher education institutions also lack of quality education.
6. Higher education institutions must disseminate information on educational management in the curriculum in a comprehensive manner, and is current to the public. Students can access that information according to their interests, in the case of disseminating false information Students are protected by law.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

From the results of the study of administration of the Master of Education Program academic year 2016, it was found the observations taken into consideration in the preparation of guidelines for master's degree program management according to the National Higher Education Qualifications Framework of private institutions of higher education. Aspects were detailed as follows: 1) course details comes from both external and internal factors in order to be readiness and potential for teaching course performance, 2) course performance requires an analysis of course performance to lead to the development of teaching improvements in the following year or the development/improvement of curricula in accordance with the National Higher Education Qualifications Framework.

5.2 Discussion and Recommendation

Criteria and other relevant criteria for the proposal were considered and shown as follows:

1. This research study is the study of the administration of the Master of Education Program. Department of Educational Administration according to the National Higher Education Qualifications Framework of private institutions of higher education to lead to the preparation "Guidelines for educational management in master's degree programs according to the National Higher Education Qualifications Framework of private higher education institutions.” Private higher education institutions should be studied and considered as a guideline for curricular management in the future.

2. There should be an additional study on the administration of other master's degree programs, and compared with the Master's Degree Program Management Guidelines according to the National Higher Education Qualifications Framework. The edition obtained from this research study was necessary to develop a management guideline for other master's degree programs, or develop a guideline for educational management in the overall picture of the master's degree. This should be consistent with the context and environment in the future.

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A Study on the Impact on Training and Upskilling on Transgender Individual with Special Emphasis on Internationalized Oppression at Workplace

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A Study on the Impact on Training and Upskilling on Transgender Individual with Special Emphasis on Internationalized Oppression at Workplace

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Abstract

The Story of the Trans Community in India is one of danger and sorrow, many transgender people are abandoned by their families when they try to live their true authentic selves usually at a young age. A lack of safe space, knowledge, and direction at a young age has a long-term negative influence on an individual, resulting in numerous socioeconomic inequalities. Many people have been forced by this bleak reality to enter begging and sex racquets. Furthermore, these activities deprive them of the chance to secure real employment. This paper highlights the idea of training transgender workers for corporate roles and provides a detailed comprehensive plan to assess all the factors of internalized oppression.

Keywords: Transgender Persons, Corporate Training, Up Skilling, Internal Oppression

1. Introduction

1.1 Background and Importance of the Problem

In India, the transgender population made up a total of 4.88 lakh, as per the 2011 census. However, only a few of them received employment opportunities. As per a study conducted by the National Human Rights Commission in 2018, 96 per cent of transgender were denied jobs and were forced to take low paying or undignified work for a living such as badhais, sex work and begging. A first of its kind study on the rights of transgender also revealed that about 92 per cent of transgender people were deprived of the right to participate in any form of economic activity in the country and even qualified people were refused jobs. The study further stated that 89 per cent of transgender people said there are no jobs for even qualified ones. It also revealed that only 6 per cent of them were employed in private sectors or NGOs, back then, while the monthly income of only 1 per cent transgenders was noted to be above Rs.25,000; while the majority 26.35 per cent earned between Rs. 10,000-Rs.15,000.

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Given the problem at hand with unemployment and discrimination against transgender people at the workplace, the trans community also encounters stigma related to non-conforming gender identity, contributing to elevated symptoms of depression, anxiety, and suicidality. Stigma toward transgender individuals (i.e., transphobia) posed significant barriers to employment and other areas of functioning (Outlook Web Desk, 2022).

It is observed that despite raising worldwide awareness of the challenges that trans individuals experience, many businesses are still ill-equipped to establish policies and workplace environments that assist trans employees. Part of the difficulty stems from a lack of understanding of Trans-Specific problems. Indeed, even LGBTQ+-friendly businesses tend to prioritize the “LGB” above the “TQ+” (Christian N. Thoroughgood, 2020)

It is important to understand that transgender people have been discriminated against in education and for job opportunities over the years. They may not have the requisite learnings or training for a skilled job. In such cases, training and Upskilling Initiatives for transgender persons would help them to become employable.

1.1 Research question

In the light of the above, the present study attempts to study the impact of upskilling training on trans people who were seeking employment and the relationship between training and upskilling with internal oppression factors.

1.2 Research Objective

The objectives of the study were to assess the impact of the upskilling training program on transgender individuals concerning usefulness, confidence post-training, knowledge of employee's rights etc. The study intended to find the relationship between training and internal oppression. It also aims to establish a model that can be incorporated into the corporate training model for transgender workers.

2. Literature Review

2.1 Related Concepts and Theories

<u>Training and Upskilling</u>

Upskilling refers to the process through which individuals learn new abilities in the microenvironment. On a macro level, it depicts a technologically induced tectonic upheaval in the workplace. (Cohen, 2019).

Upskilling requires not just learning new skills, but also a culture shift and change management. Individuals and businesses alike demand a learning-for-life mentality. A global viewpoint, flexible adaptability, cultural diversity and awareness, a global perspective, people skills (EQ), and renouncing a zero-sum attitude to progress are also required. (Cohen, 2019)

<u>Internalised Oppression</u>

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It is vital to note that gender-diverse and trans people around the world are subjected to levels of violence and discrimination that offend the human conscience and thus they are caught in a spiral of exclusion and marginalisation: often bullied at school, rejected by their family, pushed out onto the streets, and denied access to employment. (The Office of the United Nations High Commissioner for Human Rights, 2022)

Thus, transgender people are prone to internalize gender norms and expectations and may experience guilt and self-hatred as a result of their refusal to adhere to culturally established conceptions of maleness and femaleness, manhood and womanhood, or masculinity and femininity. (Hendricks, 2012)

Internalized transphobia has been proposed as a minority stress process arising from the internalisation of unfavourable attitudes and biases from society in an adaption of the minority stress model. Internalized transphobia is defined in this model as self-blame and poor self-esteem as a result of gender-related persecution, rejection, and discrimination, leading to a negative self-appraisal of being transgender and, ultimately, self-loathing, which has a detrimental impact on mental health. (H., 2016)

To understand the idea of these concepts for sexual minority persons, two major theories have been employed. Meyer's minority stress hypothesis proposes that members of disadvantaged groups face additional stress as a result of their minority status. Furthermore, minority stress experienced by persecuted groups is greater than general stress, which can create or worsen health and relationship problems. Meyer distinguishes three types of minority stress: internalised oppression, perceived stigma, discrimination and violent events. (Meyer, 1995)

While these three minority stressors are harmful to minority people's mental health, it has been claimed that the internalisation of oppressive ideologies may be more harmful than direct experiences of discrimination, prejudice, and violence by oppressors. Internalized oppression can take many forms, including internalised heterosexism, internalised racism, and internalised sexism. (Speight, 2007) Its consequences have been thoroughly demonstrated in contemporary counselling psychology research. Internalized oppression has been connected to depressive behaviour. (Szymanski, 2008) (Bishop, 2018)

It is critical to recognize that internalized oppression is not the fault of those who are affected by it. Nobody should be criticized or blame themselves for being victims of prejudice. Nonetheless, as members of the community, we must overcome these obstacles to attain our objectives (Axner). The study by Walter O. Bockting et al; The Transgender Identity Survey: A Measure of Internalized Transphobia, conceptualized Internalized transphobia as four inter-related dimensions: pride in transgender identity, investment in passing as a cisgender person, alienation from other transgender people, and shame. The Transgender Identity Survey reliably assesses this construct, useful in research to understand the impact of minority stress on transgender people’s health. (Walter O. Bockting, 2020)

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2.2 Conceptual Framework

In conclusion, the conceptual model of the study is shown in Figure 1

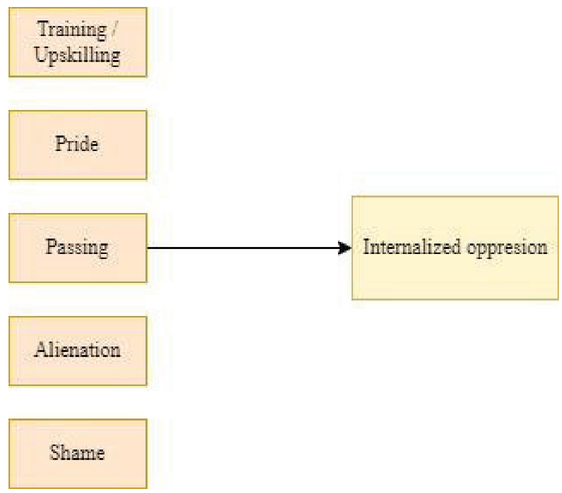

Figure 1 Conceptual Framework

2.3 Research Hypothesis

H1: "Upskilling” has impact on " Internalized Oppression” among transgender people

H2: "Upskilling" is correlated with " Internalized Oppression”

3. Research Methodology

3.1 Research Design

The paper used questionnaire survey method for the study. This study adopted online survey questionnaire method to collect data from the respondents. The content of the questionnaire was designed to measure each variable for the study.

3.2 Population and Sample

Population was PeriFerry that has trained more than 250 people since its inception that is considered as the total population for the study (Toesland, 2021).

The sample of the current study consisted of Thirty-two available and reachable individuals who underwent the Revive Training program at PeriFerry and participated in the survey.

3.3 Research instrument

Transgender Identity survey, a measure of internalised transphobia developed by Walter O. Bockting et al for the study and added the training construct to study the impact of training on transgender people and find the correlation between upskilled transgender trainees and internal

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oppression. The original TIS that included 26 statements to assess the transgender identity was modified to suit the cultural background of the participants and the objectives of the study. The structured questionnaire for the present study included 22 questions in total for the 5 constructs used for the study, training impact construct included 7 questions, 6 pride construct questions, 2 passing construct questions, alienation 2 questions and shame construct 5 questions. Five-point Likert scales, ‘‘strongly agree’’ to ‘‘strongly disagree’’ were used to assess the agreement or disagreement with the statements on Internal Oppression. All data analyses were conducted using IBM SPSS version 26.

3.4 Statistics used for Data analysis

The hypothesis H1, that there is a significant difference between the variable "Training status" and "The Factors of Internalized Oppression” was tested using Multivariate ANOVA Test.

The hypothesis H2, correlation analyses were utilized to explore linear relationships between the study constructs.

4. Data Analysis and Findings

4.1 Data Analysis of the Qualitative Data

The participants of the study have undergone a training program at PeriFerry that included English, Professional communication, soft skills, Digital literacy, Etiquette and Finance.

Neelam Jain, founder, PeriFerry, it had matched skilled trans people with jobs and more than 250 people have been trained by the start-up and 90 roles have been arranged for members (Toesland, 2021).

According to the Impact report of PeriFerry, a social start-up that upskills transgender workers in the areas of English, Professional communication, soft skills, Digital literacy, Etiquette and Finance. Training programs were reported to be 73.9% useful in landing Trans workers a secure corporate job. A drastic increase in Mental health, financial security and mental security were also reported. Proper training goes a long way. (Pemmineti Pujith, Supraja Chidambaram, 2021).

4.2 Data Analysis of the Quantitative Data

Percentage analysis

The first part of the study aimed at analysing the impact of training on the trans people who underwent the up-skilling program at PeriFerry.

56.3% of the respondents identify as Trans Women while 43.8% of respondents identify as Trans men of the total 32 respondents. 75% of the respondents strongly agreed that Revive Training, the Upskilling program was useful and 22% agreed to the same. 68.8% of the respondents reported a diminished fear of discrimination after the training session. 100% of respondents believed that they can now understand conversations in a professional context.

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Multivariate ANNOVA test

H1: There is a relationship between the variable "TRAINING STATUS" and "THE FACTORS OF INTERNALIZED OPPRESSION"

The second part of the study aimed to analyse the internal oppression score among the trans people who underwent the training program. After inferring the Pillai's Trace and Wilk's lambda as shown in the table 1 below, it can be inferred that there is no significant difference between the Training status and internalized oppression constructs as p> 0.005.

Table 1 Multivariate Tests

Multivariate Tests							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.998	193.494[b]	21.000	10.000	.000	.998
	Wilks' Lambda	.002	193.494[b]	21.000	10.000	.000	.998
	Hotelling's Trace	406.337	193.494[b]	21.000	10.000	.000	.998
	Roy's Largest Root	406.337	193.494[b]	21.000	10.000	.000	.998
V	Pillai's Trace	.220	.134[b]	21.000	10.000	1.000	.220
	Wilks' Lambda	.780	.134[b]	21.000	10.000	1.000	.220
	Hotelling's Trace	.282	.134[b]	21.000	10.000	1.000	.220
	Roy's Largest Root	.282	.134[b]	21.000	10.000	1.000	.220
a. Design: Intercept + V							
b. Exact statistic							

Correlation Analysis:

H2: "Upskilling" is correlated with " Internalized Oppression"

Correlation analysis findings asserted a significant correlation between the transgender identity constructs and the strongest correlation was between the variable deserving well-established life and the variable deserving opportunities (r=.919, p< 0.05).

4.3 Summary of the Results

Our findings revealed that most of the trainees who underwent the training programme found the programme to be useful and felt confident in their skills after training. Most of the respondents reported a diminished fear of discrimination after the training session.

There are vast improvements in the internal oppression factor of Pride among the trainees while alienation, passing and shame have diminished considerably which reveals that training has a positive impact on the internal oppression among the trained transgender individuals.

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5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

The study revealed that training has had a positive impact as all the respondents agreed that the quality of their work has increased post training and are now understand conversation in professional context. Majority of them reported that comfort level in English, accounts and digital systems have increased. The respondents who underwent training claimed that their average salary has increased significantly and 20% of them are receiving an average salary of Rs.50000. It is found that trans individuals are able to move out of their house due to financial independence. They also reported a close and increased bonding with the fellow community members.

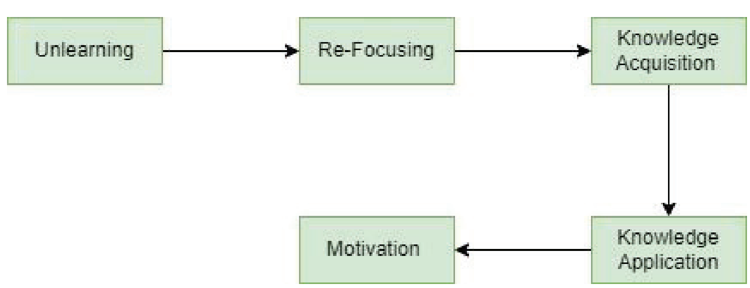
In this study the hypothesis between training and internal oppression factors was tested, and the data analysis results revealed that there is no significant difference between training status and internal oppression factors. This can be explained by the fact that all the respondents of the survey have taken active upskilling programs that resulted in a compete erasure of the internal oppression. Additionally,the internal oppression variables were positively correlated with each other, the strongest correlation was between the pride variables.

5.2 Discussion

Findings from the present study helped to understand the trans people's perception of training and perceived internal oppression. The findings from this study have important implications for intervention efforts for improving the employability of transgender people. Training and upskilling of trans individuals contributes to improved quality of work, financial independence, knowledge on their rights and increased confidence. While many types of research have been conducted on the internal oppression of the transgender individual, the researchers believe this is the first attempt to specifically analyse the relationship between training and internal oppression.

5.3 Recommendation

The researchers have proposed a model for dealing with internal oppression among transgender people based on the observation of transgender individuals learning behaviour who underwent the training.



Step 1 – Unlearning

Unlearning involves the discarding of pre-emptive and obsolete institutional knowledge that has been taught with ignorance and oppression at its heart. This serves as an irreplicable first step in the process of countering internal oppression.

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Step 2 - Re-focusing

After Unlearning false propaganda, it is vital to focus on knowledge that is important to the learner. The step of Re-focusing involves the task of choosing literature that is true and unbiased. In this step, the learner should also choose content material that best suits them.

Step 3 – Knowledge acquisition

In this generic step, the theoretical act of learning begins. The learners choose areas of knowledge that they would want to acquire. It is also important to focus on inclusive learning materials rather than the regular pieces of misinformation.

Step 4 - Knowledge Application

Post-Acquisition it is important to practically apply tour knowledge to ensure that you see a difference in your internal oppression levels. This change can be monitored by trainers either by observing them in controlled simulations or through their regular real-life interactions.

Step 5 – Motivation

The last step involves the supplementary boost of encouragement that an oppressed class would need to reinforce all the knowledge that they have newly acquired to empower themselves and begin a journey of upliftment from internal oppression.

People can only realise their greatest potential at work if they feel fully honest and connected to themselves and this stands much truer for the Transgender community. Only a few firms, however, have been successful in creating an inclusive workplace for persons who do not agree with conventional gender standards. We hope that the study's results and the constructive actions we've recommended will contribute to this improvement in Corporate Transgender inclusion. Employers who do this right are doing more than simply being business smart. They are also creating a business legacy in which human dignity is valued and doing the right thing by people is seen as critical to success.

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Communication Effects of Radio Music Program in Fujian Radio and TV Stations

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Abstract

Radio as one of the most important media in the last century in China, before the birth of new media, has been has a pivotal position in the traditional media, with the progress of science and technology, society network developing, under this background, the birth of new media, a variety of network makes develops as we broadcast media encountered an unprecedented crisis. Although music radio, as one of the three major radio forms, is also the most specialized radio type, its living space is also under threat in the context of new media. After a large number of literature retrieval and reading, it is found that there is a gap in the research on the communication effect of radio music program. This study mainly uses case the survey method. In order to better achieve the purpose of the research, the author conducted a survey on the radio listeners of Fujian Radio and television's music stations, mainly aiming at the listeners of traffic channel, music channel and economic frequency. The main issues involved in this research are as follows: the audience's media selection tendency and usage habit; the listener's listening attitude to Fujian Radio and TV station's radio music program; and the change and dissemination of the audience's music aesthetic behavior. Comprehensive analysis of the survey data shows that, first of all, Fujian Radio and television's music program main audience target group is not clear. Secondly, audiences are more inclined to use the Internet when choosing media, and the selection rate of broadcast is low. Thirdly, listeners' overall evaluation of radio music program is low, and they pay most attention to music information and new album recommendation in content. Finally, in terms of the influence of radio music program on the audience, the audience's participation in interaction, the influence of the introduction of music program on the aesthetic appreciation, their interest in some new music, and the sharing of songs and music information heard in the program are all affected by gender, age and income differences.

Keywords: Music Communication, Music Broadcast, Fujian Radio and Television Station

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1. Introduction

1.1 Background and Importance of the Problem

In the Chinese broadcasting market, as frequency became more specialized, FM music channels appeared in China in the 1990s. By 2019, there were nearly 50 radio channels in China with "music" as the theme, accounting for about 15 percent of China's radio frequency (pwc, 2016). Music broadcasting, as a subdivision after the development of literary frequency, has been one of the important types of typed broadcasting since the birth of type broadcasting. However, as time goes by, the deficiencies of music radio programs are gradually exposed to the audience's vision. First, with the advent of the Internet era and the development of new media, the status and influence of traditional media are not as good as before. Today, when China's material conditions are gradually becoming rich, people's aesthetic level has also been improved, and the requirements on the professionalism of programs have also been enhanced accordingly. However, a large number of music programs in the market that are only responsible for "playing music" can no longer meet the modern people's pursuit of music radio programs (Skretvedt, n.d.).

With the continuous development of China's social economy and the continuous improvement of people's living standard, people's demand for music is more and more strong, so will the demand for music information and high-quality music festival programs. The market potential of radio music program is good, but how to achieve good communication effect is the problem that each music program needs to consider at present (Wu S, and Quan K, 2019). In analyzing the audience demand, understanding the audience evaluation, and discussing the communication means and strategies of the music program, radio and TV music program researchers, for example, studied the sound development of the radio music program that serves the listeners who need music. One of the studies focused on the five radio music programs of Fujian RADIO and television's music stations as the research object, analyze the positioning, arrangement, production and broadcast of music programs, in order to find out the strategies that are conducive to improving the communication effect of radio music programs (Jia Wenxia, 2014).

1.2 Research Question

This study poses the following research questions:

Question 1: Do the listeners have preferences and preferences for Fujian RADIO and TV station's radio music program?

Question 2: Are the audience satisfied with the content transmitted by Fujian Radio and TV station's radio music program?

Question 3: Are listeners' music cognition and music behavior affected by the broadcast music program?

Question 4: What are the factors that affect the communication effect of radio music program and the strategies to enhance the effect?

1.3 Research Objective

This paper investigates the listener's choice tendency and listening habit of Fujian radio and TV station radio music program.

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2. Literature Review

2.1 Related Concepts and Theories

In western countries such as the United States and The United Kingdom, music program is the initial form of radio program, and listeners are mostly exposed to radio programs. Based on the situation at that time, music and entertainment used to be a focus of radio research, but there are not many research. In the United States and other countries with developed media, the music station has always been the most important type of radio station. With the development, the music station has successfully realized subdivision. According to different music types, the music radio is further subdivided into country music radio, pop music radio, rock music radio and so on to further refine the type of radio stations (Wikipedia, n.d.).

Today, traditional foreign broadcast media still maintain a stable position, while network radio, car radio, podcasts, streaming media audio and other emerging businesses show a momentum of rapid development. Foreign broadcasting and audio markets are developing towards the direction of technology, interaction and diversification (Wikipedia, n.d.).

For years, ABC's iHeartMedia hasn't been part of the podcasting revolution, and now it's paying close attention. In 2018, iHeartMedia acquired Stuff Media, which produces podcasts such as Things You Should Know, and since 2019, Things You Should Know and five other podcasts have been available in Spanish, Hindi, Portuguese, French and German (wikipedia, n.d.).

Research in China about radio programs and TV’s radio programs in the past several years has identified Fuzhou, which is the capital of Fujian province, China as a prosperous city for radio programs and TV’s radio programs. Through the search of "Fuzhou broadcasting" in CNKI, it is found that there are 50 studies on broadcasting in Fuzhou area, among which there are 3 academic papers, which study the broadcasting system in Fuzhou area from the perspectives of reform performance, management system design and cable broadcasting and TV.

Including, but not limited to Zhang Jian in 2019 articles published in the new media research "combines the innovation of the media era radio news program" from the consciousness of innovation, content innovation, form innovation, channel and interactive innovation, brand innovation the five points of Fuzhou broadcast television news broadcasts the actual change, for example, the article thinks: "smartphones, tablets and other mobile terminals as well as the rapid development of network broadcasting, intensified market competition, promote the media convergence" so "traditional broadcast news program should keep pace with The Times, adhere to the innovation and development, to strengthen the construction of the platform, integration of media resources and factors of production."

2.2 Literature Surveys

Chen in 2019, published in the new media research, the article discussed city radio and television media, including Fuzhou radio and TV broadcasts, comprehensive influence promotion strategy on how to promote the advantages of traditional media has carried on the exploration: "in the face of the impact of new media, city radio and television media to reach a serious extrusion, widespread influence, brain drain, the lower the plight of decline in operating income", the author thinks that should by building evaluation system, take advantage of this promoting employee creativity and execution.

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Zou Wei's article "Exploration and Practice of Micro-video Production in the Context of New Media", published in New Media Research, combines the "short video" culture in the media to discuss how to plan the creation of "micro-video" which is popular with the audience.

Tang Hanfeng's paper "Discourse Practice of Local Stations in the Context of Integrating media", published in China Media Technology, mentioned that the advantages of local stations in integrating local information should not be underestimated, and they are more factual than new media in dealing with emergencies.

Tang Jianman, published in the media, BBS "articles" in harmony exploration of TV livelihood news media era transformation in certain "news timeliness and presence" and "strengthening program interactive" at the same time, also in Fuzhou local radio program "news 110", for example, another advantage of the traditional media are pointed out: "the use of the credibility of the news media contributed to the social disputes the parties talk in peace, dissolve the contradiction between the people" and "through the illegal behavior of exposure on the exposure and revealed."

In 2016, Tang Hanfeng published an article titled "discourse practice of local stations in the context of integrating media" in China media science and technology. Taking Fuzhou local radio station "voice of the sea" as an example, it explored how traditional media could use the advantages of new media such as WeChat public account to promote themselves.

Beijing broadcasting institute publishing house. (2003)., wang li, published in 2011 in China's broadcasting and television press the typed music broadcast of "knowing and doing wang li waiting. Typed music broadcast [M]. Knowing and doing, Beijing: China broadcasting and television publishing house. (2011). and so on, while the music broadcast articles mostly, but due to the published time earlier, most have not given the threat of new media to traditional media.

In recent years, most of the articles have focused on the topic of how to use integrated media to develop music broadcasting, or how to use new media (such as microblog, WeChat public account, etc.) to promote music broadcasting and increase its exposure.

For example, Zhang Le's article "On the Innovative Development Trend of Music Radio Programs in the New Media Era", published in News Communication in 2014, starts from the communication mode and points out that "With the rapid development of Internet technology, the new media era is changing and impacting the communication mode of traditional media.

Mao Wenhua in 2015 published in the journal media "WeChat public promotion strategies of music radio propagation force in this paper, through the survey noted:" listen to the radio in the audience of mobile phone use, music radio, the market share of more than 30% in the "visible music radio may is the mainstay in the next category broadcast, the author also combines the young groups on the use of new media habits" should strengthen their music radio WeChat public accurate positioning."

In 2015, Zhou Liang published an article titled "Research on Content Optimization of Music Broadcasting and TV Stations under Big Data" in Today Media. While explaining the history of music broadcasting, he also explained the necessity of big data analysis for improving broadcast content.

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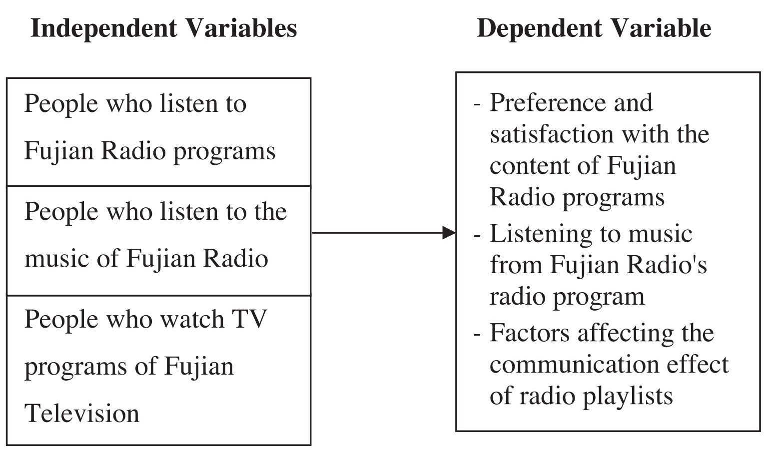
Fu Chun's article "Diversification, Focus and Convergence: Reflections on the Development of Mobile Music Broadcasting Clients", published in China Radio in 2016, starts from the overall environment of the network and thinks that special apps should be opened in the direction of music broadcasting, pointing out that the music broadcasting clients will gradually become the focus.

Liu Shuang's article "A Probe into The Media Convergence of Music Broadcasting in the New Era", published in New Media, discusses the feasibility of music broadcasting and new media convergence with the giant of typed music broadcasting, the Sound of Music.

Li Jinping's paper "On the Purpose and Content Transformation of Radio Music Festival in the Era of Integrating Media", published in Science and Technology News Communication in 2019 holds that it is necessary to transform the content of radio music programs in the era of integrating media.

2.3 Conceptual Framework



2.4 Research Hypothesis

In order to effectively answer the four research questions, this study will make the following four hypotheses before designing the questionnaire:

Hypothesis 1: Demographic differences of listeners will affect their listening choices of radio music programs.

Hypothesis 2: Listeners are not satisfied with the content transmitted by fujian Radio and TV station's radio music program.

Hypothesis 3: The difference between listeners' music consciousness and music choice will affect their choice and preference of music program.

Hypothesis 4: Every link from production to broadcast of radio music program will affect the communication effect.

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3. Research Methodology

3.1 Research Design

This study mainly adopts literature method, interview method, case analysis method and questionnaire survey method. Through reading literature, the relevant research on radio music program is sorted out, which is the basic preparation for the research on the communication effect of radio music program in this paper.

3.2 Population and Sample

As for the interview, the author of the radio music program and the radio communication experts were interviewed face to face, and the communication effect was analyzed mainly from the perspective of the communicator. This study focuses on the analysis of the communication effects of five music programs set up by Fujian Radio and TV stations at three broadcast frequencies. In terms of the questionnaire survey method, this study distributed questionnaires online through professional questionnaire survey website, and then distributed paper questionnaire survey face to face.

3.3 Research Instruments

The questionnaire surveys the audience's personal characteristics, the audience's listening habits, the listening effect of the radio music program, and the influencing factors of the communication effect of the radio music program. The data analysis can be divided into three levels. The first level is to grasp the basic information of the investigated audience. The second level is to conduct comprehensive data statistics, grasp the actual communication effect, and obtain the basic information of factors affecting the communication effect. The third level is to provide an in-depth analysis, in-depth analysis of the impact factors, analysis and induction, put forward the corresponding effect improvement strategy.

3.4 Data Collection

Interview method: The author of the radio music program and the radio communication experts were interviewed face to face, and the communication effect was analyzed mainly from the perspective of the communicator.

3.5 Statistics Used for Data Analysis

This study largely employed "uses and gratifications" theory, in order to get the audience evaluation of the radio music program, on the one hand, and to find out the differences of the audience, on the other hand. Therefore, in constructing the research category, it mainly built the conceptual framework from the following aspects:

Category 1: Demographic and social statistical properties of the audience.
This category mainly includes audience gender, age, income, education and occupation structure.

Category 2: Audience's music consciousness and music choice.
This category mainly based on the music preferences of the audience and the music types favored by the audience.

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Category 3: Audience radio listening habits.
This category mainly investigates the audience's information acquisition mode, listening interest, attention content, listening habits, etc.

These three research categories will be strictly reflected in the questionnaire design.

4. Data Analysis and Findings

4.1 Introduction

This chapter is the investigation and analysis of Fujian radio and TV station radio music program listening, mainly involving the following questions: how much do people like Fujian radio and TV station radio music program?

Audience to Fujian radio and TV station broadcast music content satisfaction?

Are listeners' music cognition and music behavior affected?

What effect has it had?

Aiming at the above questions, the author designed and completed the relevant questionnaire survey.

Questionnaires are distributed online and in paper form.

The online questionnaire results of one month (July 2020) were collected, and the electronic questionnaire was issued and recovered.

A total of 161 questionnaires were issued, and 161 valid questionnaires were collected, with the recovery efficiency of 100%.

4.2 Data Analysis of the Qualitative Data

The following is a statistical analysis of the basic attributes, broadcast selection behavior and listening habits of broadcast audiences, and basically answers the question raised by research.

Question 1: Do listeners have listening preferences and preferences for Fujian RADIO and TV station's radio music program?

Demographic and social statistical attributes such as audience's gender, age, education, income and occupation have great influence on audience's media selection and contact behavior.

Therefore, this study first analyzed the survey samples from the demographic perspective.

(1) Gender structure of the audience
A total of 161 valid listeners' questionnaires were collected in this survey, among which 66 were male (40.99%), followed by 95 were female (59.01%), and female listeners were more than male listeners.

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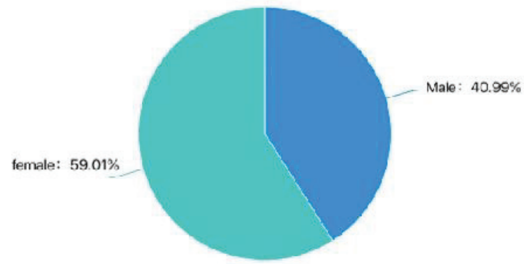
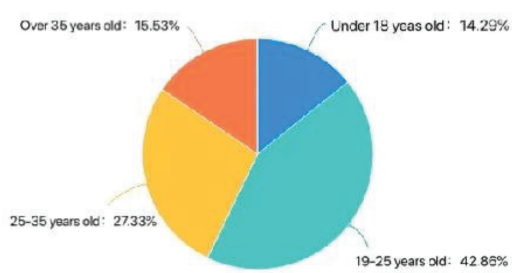
Male 66	40.99	40.99	40.99
Female 95	59.01	59.01	100.0
Total	161	100	100.0



(2) Age structure of audience

In the age distribution, 69 (42.86%) were aged 19-25, followed by 44 (27.33%) aged 26-35, 25 (15.53%) aged over 35, 30 (14.29%) aged under 18 and 30 (14.8%) aged between 46 and 55.

Item	Frequency	PE	PC	Percentage
Under the age of 18	30	14.29	14.29	14.29
19 to 25 years old	69	42.86	42.86	57.15
25 to 35 years old	44	27.33	27.33	84.48
More than 35 years old	25	15.53	15.53	100.00
Total	161	100	100	



(3) Audience income structure

In the monthly income distribution, the largest number was 39 people (24.22%) with an income of 3500-5000 yuan, followed by 33 people (20.5%) with an income of 5000-8000 yuan and more than 8000 yuan, 29 people (18.01%) with an income of 1200 to 3500 yuan and 27 people (16.77%) with an income of 1200-3500 yuan.

Item	Frequency	PE	PC	Percentage
1200 yuan of the following	29	18.01	18.01	18.01
1200-3500 yuan	27	16.77	16.77	34.78
3500-5000 yuan	39	24.22	24.22	59.00
5000-8000 yuan	33	20.50	20.50	79.50
Total	161	100	100	

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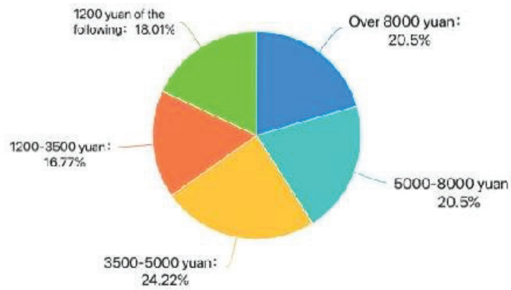
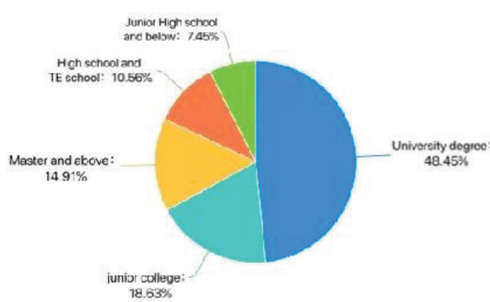


(4) Educational structure of audience

In the distribution of education background, 78 students (48.45%) have bachelor's degree, followed by 30 students (18.63%) with junior college degree.

24 persons with master degree or above (14.91%), 17 persons with senior high school and technical secondary school (10.56%), 12 persons with junior high school or below (7.45%).

Item	Frequency	PE	PC	Percentage
Junior High school and below	12	7.45	7.45	7.45
High school and TE school	17	10.56	10.56	18.01
Junior College	30	18.63	18.63	36.64
University degree	78	48.45	48.45	85.09
Master and above	24	14.91	14.91	100.00
Total	161	100	100	



(5) Audience career structure

In the occupational distribution, there are 54 "other" occupations (33.54%), 39 public institutions (24.22%), 35 students (21.74%), 18 self-employed persons (11.18%), 9 non-permanent occupations (5.59%), and 6 civil servants (3.73%).

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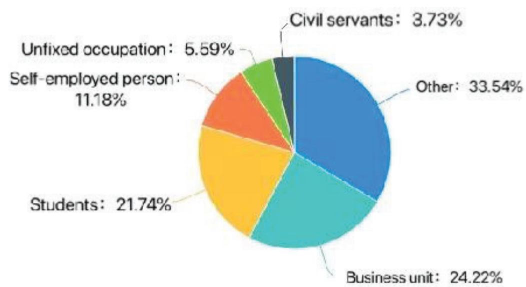
Item	Frequency	PE	PC	Percentage
Other	54	33.54	33.54	33.54
Business unit	39	24.22	24.22	57.76
Students	35	21.74	21.74	79.5
Self-employed person	18	11.18	11.18	90.68
Unfixed occupation	9	5.59	5.59	96.27
Civil servants	6	3.73	3.73	100
Total	161	100	100	



Analysis of listeners' love of music and music selection

(1) Listeners' Music Preferences "What kind of music do you like (multiple choice)?", the author summarizes the top five favorite music types in the survey table.Has the largest number of the most favorite type of music to pop music, 105 people (65.22%), followed by: classical music 59 (36.65%), folk music, up to 50 people (31.06%), followed by classical pop, reached 48 (29.81%), and then is RB r&b, (accounted for 24.22% of people choose).

(2) Frequency of listeners listening to music
"How many days a week do you listen to music?"

In the distribution, there were 71 people (44.1%) every day, followed by 56 people (34.78%) on 1-3 days, 20.5% people (20.5%) on 4-6 days, and only one person (0.62%) who had no choice.

How many days a week do you listen to music?

Item	Frequency	PE	PC	Percentage
Not have	1	0.62	0.62	0.62
1-3	56	34.78	34.78	35.40
4-6	33	20.5	20.5	59.90
Everyday	71	44.1	44.1	100.0
Total	161	100	100	

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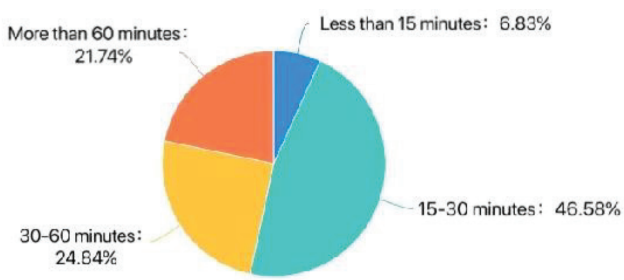
"The average time you listen to music each time": 75 people (46.58%), followed by 40 people (24.84%), 35 people (21.74%) and 11 people (6.83%).

How long do you spend per time listening to music?

Item	Frequency	PE	PC	Percentage
Under 15 minutes	11	6.83	6.83	6.83
15 to 30 minutes	62	46.58	46.58	53.41
30-60 minutes	40	24.84	24.84	78.25
Over 60 minutes	35	21.74	21.74	100.0
Total	161	100	100	



Analysis of audience's listening habits to radio music programs

(1) Access to music information

"You choose what way to get music information" distribution in the most is: the mobile terminal tool (app) Internet 94 people (58.39%), followed by: 50 people (31.06%), Internet radio 7 (4.35%), friends and relatives introduction of 4 people (2.48%) and newspaper people (1.24%), 2, 1 journal (0.62%) and other three people (1.86%).

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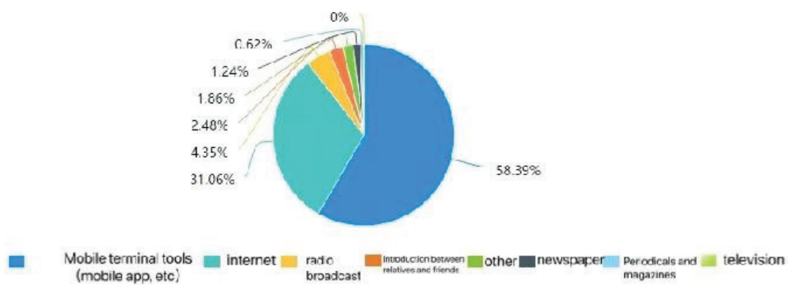
What method do you usually choose to get music information?

Item	Frequency	PE	PC	Percentage
Mobile terminal	94	58.39	58.39	58.39
Internet	50	31.06	31.06	89.45
Radio broadcast	7	4.35	4.35	93.81
Friend introduced	4	2.48	2.48	96.28
Paper	2	1.24	1.24	97.52
Magazine and newspaper	1	0.62	0.62	98.14
TV	0	0	0	98.14
Other	3	1.86	1.86	100
Total	161	100	100	

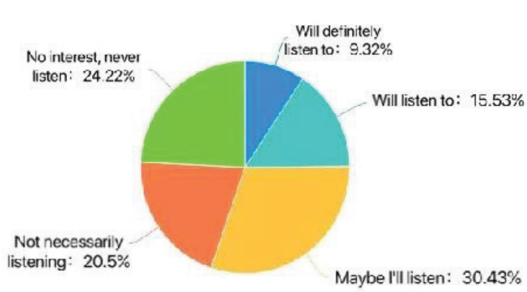


(2) Interested in listening to Fujian Radio music program

Fujian listen to radio music column "interested in" distribution in the most is: in general, may listen to 49 (30.43%), followed by: not interested, never listen to 39 (24.22%), interest is not big, not necessarily listen to of 33 (20.5%), interest is bigger, will listen to 25 people (15.53%), interest is very big, must listen to 15 people (9.32%).

Interest in listening to Fujian Radio music programs

Item	Frequency	PE	PC	Percentage
Maybe I'll listen	49	30.43	30.43	30.43
No interest, never listen	39	24.22	24.22	54.65
Not necessarily listening	33	20.5	20.5	75.15
Will listen to	25	15.53	15.53	90.68
Will definitely listen to	15	9.32	4.9	100.0
Total	161	100	100	



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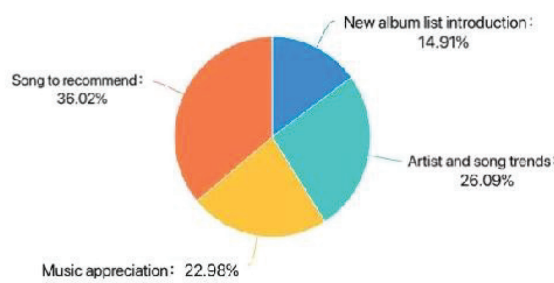
Among the multiple-choice questions of "Reasons for not listening to Fujian RADIO Music Festival", the number of people who chose the most was: 75 people used to listen to music programs with new media (46.58% of people chose), followed by:

Show time is not good, is not convenient to 40 (24.84%), selects a aesthetic discrepancy can't attract you 34 (21.12%), the content is not practical, can't meet your demand for music information 26 people (16.15%), presided over the aesthetic is too single, can't attract you of 23 people (14.29%), others are accounted for 20 people (12.42%).

(3) The content of the radio music program that you pay the most attention to: "Which of the following contents in the radio music program do you pay the most attention to?" In the distribution, 58 people (36.02%) are recommended for the songs, followed by 42 people (26.09%) for the artists and operas, and then 37 people (22.98%) for the music appreciation, and 24 people (14.91%) for the new album list.

Which of the following items in the broadcast music column do you most care about

Item	Frequency	PE	PC	Percentage
Song to recommend	58	36.02%	36.02%	36.02%
Artist and song trends	42	26.09%	26.09%	62.11%
Music appreciation	37	22.98%	22.98%	85.09%
New album list introduction	24	14.91%	14.91%	100.00%
Total	161	100%	100%	100%



In the distribution of "the frequency of listening to Fujian RADIO music programs in the most recent week", 108 people (67.08%) listened to Fujian radio music programs for 0-2 times, followed by 31 people (19.24%) for 3-5 times, 12 people (7.45%) for 5-7 times, and 10 people (6.21%) for more than 7 times.

The number of times you listened to Fujian Radio music program in the last week

Item	Frequency	PE	PC	Percentage
0-2 times	108	67.08	67.08	67.08
3-5 times	31	19.24	19.24	86.32
5-7 times	12	7.45	7.45	93.77
7 times in half	10	6.21	6.21	100.0
Total	161	100	100	

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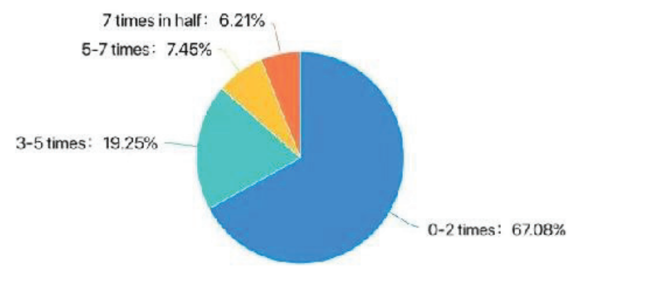

In the distribution of "average listening time of radio music programs", the number of times listening to Fujian Radio music programs in the latest week was the most: 0-15 minutes and listening to a small amount.

74 people (45.96%), followed by: 50 people (31.06%) according to the content of the music column of the day.

Statistics and analysis of the communication effect of Fujian Radio and TV station's music program.

The following statistics and analysis mainly answer the research question 2: Are listeners satisfied with the content transmitted by Fujian Radio and TV station's radio music program?

Research question 3: Are listeners' music cognition and music behavior affected by the broadcast music program?

(1) The audience's overall evaluation of Fujian Radio and TV station's radio music program is moderate.

This research mainly investigates the communication effect through the audience evaluation.

According to the survey, "the Fujian radio music program described below (multiple choice) distribution in the most is: help me to open the music world vision 52 (32.3%) and passed rich music information and knowledge of 52 (32.3%) followed by: quantity enough time is not good enough 48 (29.81%), making level to be 45 (27.95%), transfer of music content not full rich 44 people (27.33%).

In the distribution of "which radio frequency do you like to listen to the most?", 60 people (37.27%) are from FM996 Channel Sunshine FM, followed by 51 people (31.68%) from FM926 music FM, and 50 people (31.06%) from FM913 Fujian Car music FM.

Enjoy listening to which of the following broadcasts best

Item	Frequency	PE	PC	Percentage
FM99.6	60	37.27	37.27	37.27
FM92.6	51	31.68	31.68	68.95
FM91.3	50	31.06	31.06	100
Total	161	100	100	

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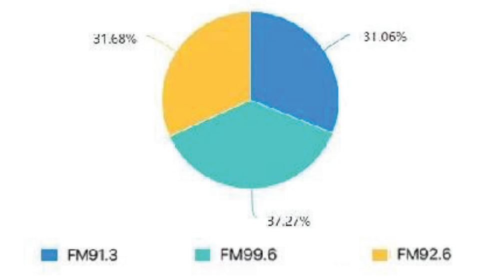


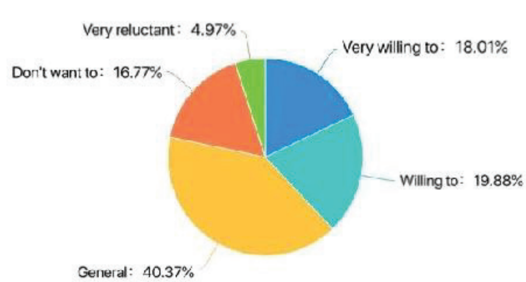
According to the statistical result shows that participants in the survey audience give evaluation to the radio, music program (conveys rich music information and knowledge, help me to open the music) view of the respectively accounted for more than three negative feedback, it is important to note that in one of the three music FM radio does not belong to the Fujian TV music, FM radio, the results obtained from the questionnaire was like three music channels were similar, the percentage of the audience that the evaluation of Fujian music broadcast programs relatively moderate, combining evaluation survey, the author thinks that although Fujian TV music radio music program evaluation is not bad, but there are still a rise in space.

(2) There is a positive interaction between listeners and radio music programs

According to the previous definition of communication effect, the interaction between audience and columns is regarded as an important manifestation of communication effect.

According to the survey, 65 people (40.37%) are generally willing to participate in the listener interaction of Fujian Radio music program, followed by 32 people (19.88%), 29 people (18.01%), 27 people (16.77%) and 8 people (4.97%).

Item	Frequency	PE	PC	Percentage
General	65	40.37	40.37	40.37
Willing to	32	19.88	19.88	60.25
Very willing to	29	18.01	18.01	78.26
Don't want to	27	16.77	16.77	95.03
Very reluctant	8	4.97	4.97	100.0
Total	161	100	100	



According to the statistical results, 78.26% of the audience participate in the interaction positively (choosing "general", "willing" and "very willing"), which indicates that the interaction between the audience and the program is relatively active.

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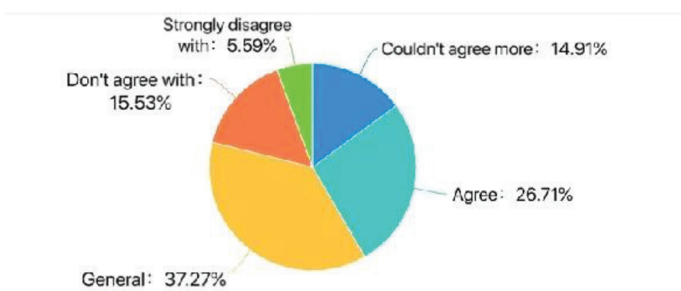
(3) The influence of radio music programs on listeners' music consciousness and behavior is relatively general

According to the definition of communication effect, the influence of radio program's communication on the audience is first manifested as listening or not listening, then as participation, then as some changes in music consciousness and behavior, and finally as spontaneous re-communication behavior.

"Do you influence music aesthetics by introducing music programs in music broadcasting?"
In the distribution, the largest number is 60 (37.27%), followed by 43 (26.71%), 25 (15.53%), 24 (14.91%), and 9 (5.59%) who strongly disagree.

Whether the introduction of music radio program will affect music aesthetics

Item	Frequency	PE	PC	Percentage
General	60	37.27	31.3	31.3
Agree	43	26.71	26.71	58.01
Don't agree with	25	15.53	15.53	73.54
Totally agree with	24	14.91	14.91	88.45
Strongly disagree with	9	5.59	5.59	100
Total	161	100	100	



(4) Re-dissemination of radio music programs:
In the distribution of "will you share your favorite radio music program with people around you?", 61 people agree (37.89%), followed by 60 people (37.27%), 30 people completely agree (18.63%), 7 people disagree (4.35%), and 3 people strongly disagree (1.86%).

Item	Frequency	PE	PC	Percentage
Agree	61	37.89	37.89	37.89
General	60	37.27	37.27	75.16
Totally agree with	30	18.63	18.63	93.79
Don't agree with	7	4.35	4.35	98.14
Strongly disagree with	3	1.86	1.86	1.86
Total	161	100	100	

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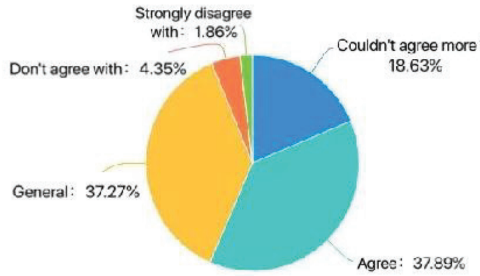

Through the statistics and analysis of the data in this survey, it can be seen that: First of all, the proportion of "do you have interest in some music because of the introduction of radio music program" in the distribution is 59%, which is higher.

"Do you influence music aesthetics by introducing music programs in music broadcasting?"
In the distribution, 41.62% held a definite positive attitude, which showed a relatively general performance. It can be concluded that the spread of radio music program has a relatively obvious positive impact on the audience's music consciousness.

In addition, in the re-communication segment, 56.52% of the respondents held a definite affirmative view of "will you share your favorite radio music program with people around you?", accounting for a still high proportion. The survey shows that the spontaneous retransmission of the audience is also good, but it needs to be taken into account that the content of the song itself is more sharable.

4.3 Data Analysis of the Quantitative Data

Most radio music programs in Fujian RADIO and TV stations are targeted at young and middle-aged people aged between 25 and 55 with a monthly income of over 3,500 Yuan and owning private cars. This group is the main target audience.

This group of people has relatively clear music preferences and literacy and needs to obtain a lot of music information to satisfy their pursuit of music.

Cultivation strategies for the professional quality of radio music program editors It is the key factor to grasp the initiative in the current media competition to conform to the development direction and forward law of broadcasting. Now, "radio" has been gradually moving to "narrowcast". In view of the development of music program, the host of radio music program needs to create a distinctive personality image, attract more detailed audience with style characteristics, and also need to provide a large amount of information needed for the audience in the shortest time.

4.4 Summary of the Results

Through further analysis, the following conclusions can be drawn: First of all, the audience age distribution of Fujian radio and Television stations is relatively uniform.

The results of this survey show that the listeners of radio music programs in Fujian Radio and TV stations are mostly between the ages of 19-25 and 25-35.

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The largest distribution of educational background is university undergraduate.

In the occupation distribution most is: institution, student, individual operator.

The largest monthly income distribution is: 3500–5000-yuan, 5,000-8000 yuan.
In addition, the actual audience and audience response of broadcast are related to its age, income, educational background and so on.

Secondly, the music hobby of listening to radio music program mainly focuses on pop music and classical music.

In the distribution of weekly listening frequency, the most frequent listeners are listening every day and listening once every 1-3 days.

The average listening time is 15 minutes to 30 minutes at most.

The choice of audience media is mainly to obtain music information through mobile terminals (mobile phone apps) and the Internet, and the ratio of radio is 4.35%, accounting for a very low proportion.

The content of radio program that the audience pays most attention to is song recommendation, artist and song dynamics.

Mainly on public transport, private cars and at home.

Finally, the audience satisfaction rate of radio music programs in Fujian Radio and Television stations is generally not high.

But listeners often get the musical information they want from music shows, and more than half of the listeners are interested in new music because of the shows.

Nearly half of the audience will influence the taste of music according to the content of the program. Most of them are willing to share their favorite radio music program, travel stories and music information they hear from the program with others.

According to the regression analysis, audiences who tend to choose nearby music, listen to Fujian Radio music program with high interest, like music and high education degree are more influenced by the communication of music program, and thus have corresponding travel and information sharing activities.

However, the audience who listens to Fujian Radio music more times per week, travels more frequently and consumes more music annually is negatively affected by the communication of music programs.

This chapter makes a preliminary and comprehensive statistical analysis of the data obtained from this survey and answers the first three of the four questions raised in this study. First, the audience's overall evaluation of Fujian RADIO music program is low.

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Second, the interaction between the audience and the program is general.

Thirdly, radio music program has a positive influence on listeners' music consciousness and behavior.

At the same time, this chapter of the institute made prove three hypotheses: the audience demographic attributes will affect its to listen to radio music program, the audience's sense of music and the choice of music differences will affect the choice of broadcasting music section, audience habits of different radio contact will also affect the choice of radio music program, but the impact of presents the positive and negative difference effect.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

The overall communication effect of radio music program in Fujian Radio and TV station is not good. Listeners have a low opinion of Fujian Taiwan radio music program. The interaction between listeners and radio programs is poor and the quality of interaction is not high.

Music program has a certain positive influence on the listeners' music consciousness and behavior, and the listeners have the consciousness of spontaneous re-dissemination.

In this study, the overall communication effect of radio music programs in Fujian RADIO and TV stations is not good.

The main audience of Fujian Radio and TV station's radio music program is 19-25 years old, with an income of 3500-5000 Yuan and a college degree. There is a deviation between the actual audience and the target audience.

In addition, the production of radio music programs should be given special consideration in terms of broadcast content and time period for corresponding groups.

In particular, different gender, age and income differences will influence the degree of influence of corresponding broadcast frequency on audience interaction, aesthetic influence, or special attention to the place (music project) of a certain singer in music behavior.

In terms of content production, audience and taste positioning, broadcast programs need to be adjusted and optimized in combination with target groups, so as to achieve the optimal communication of media content.

The audience's evaluation of the hosts and programs of Fujian radio station reflects some existing problems: in terms of the hosts, although the educational level of the hosts in recent years is relatively good, they are mostly in broadcasting and hosting and have no special music learning background.

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5.2 Discussion

At present, the demand of the audience is high, and the moderator's music quality is not high, the highest recognition, unique style to be improved, therefore, the continuing education of the moderator needs to be paid attention to, to strengthen the training of relevant professional skills.

In terms of the output mode and effect of radio music program, the outstanding problem mainly lies in the unstable online listening of mobile tools, and the infrastructure construction and maintenance of this aspect need to be further improved.

At the same time, the way the audience listens to the program also changes with the application of technology. The playback and on-demand broadcasting of radio programs are popular forms among the audience.

From the perspective of media competition under the new media environment, it is shown that broadcast has certain advantages over traditional media in competition, but it is strongly impacted by new media.

At the same time, the music communication of "we media" also has strong competitiveness. The development of broadcast media still needs to strengthen the use of advantages of other media, so media integration is imperative.

Finally, in terms of strategies to improve the communication effect, the author, the content, the means and the audience are the main links of communication. The basic strategies are to adjust the target group positioning of the program, make the program more refined, broadcast through multiple channels and promote media integration.

5.3 Recommendation

With the rapid development of China's economy and the increasing demand for music from the audience, radio music programs are bound to meet the needs of the audience in more unique ways. Here, the author predicts the following trends:

1. Fine production, fragmented broadcast

The listeners' listening habits are gradually changing, the time of listening to the same program is shortened, meanwhile, the frequency of changing channels is increased. Therefore, the radio music program should make excellent programs first when capturing the audience. Refinement is the basic requirement for the program in the future.

In addition, with the change of listening habits, fragmented broadcast is the trend, and big-time radio music programs will face difficulties, while small units of fragmented music programs with short length, diversified themes are more easily accepted by the audience.

2. The audience becomes the subject of communication

The rapid development of "we media" makes people realize more quickly that the changes brought by the development of technological means are all-sided.

In the application of broadcast communication, technical means make the circulatory transition between the transmitter and the receiver, and the audience will also become the subject of communication, which is also one of the basic viewpoints of the theoretical circle of communication.

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Interactive interaction is the general trend, good interaction may make the audience in the traditional concept become an important component of the main body of communication.

3. With the help of technical means, realize the reality of broadcast music program, and make the subscription push brighter

The limitation of traditional broadcasting is the lack of picture sense, while music is to see the scenery on one hand and to find the experience on the other hand. The lack of picture makes the broadcasting music program's communication effect greatly reduced.

Therefore, the author predicts that in the future, "visible radio" will be truly visible. With the help of various media means, live-recorded radio music program may be one of the important trends in the development of radio.

At the same time, by subscribing to music programs, audiences can get the information they expect in a timely manner.

The function of column search will be brought into play, and the audience will get the push of corresponding columns through subscription and search.

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Interaction on Health Promoting Lifestyle and Academic Achievement between Thailand Burapha University and Malaysian Management and Science University Pharmacy 2018

by

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Abstract

Although various researches have done on the topics lifestyle, a number of issues need to go beyond concerns and need to be considered when comparing lifestyle of pharmacy student from both universities in lifestyle research. The objectives of this study were to: 1) compare demographic data between Thai Burapha University (BU) students and Malaysian Management and Science University (MSU) students, 2) compare lifestyle practice pattern and associated factors among university students in MSU and Burapha University pharmacy students, and 3) explore moderating effect of 2 dependent variables-nationality and year of studying- compare means of GPAX. A cross-cultural, cross-sectional survey study via self-administration questionnaire was performed among pharmacy student in 1st year - 3rd year of MSU and BU pharmacy students in 2017. All 606 students in the population frame were selected as sample. Dependent variables were demographic data, BMI, health behavior, exercise, quality of sleep, breakfast, quality of food, quality of rest and targeting in life. Dependent variable was GPAX. The response rate was 71.29%. Scale reliability for Health Promoting Lifestyle II (Thai Version 1) was 0.7851. Thai BU pharmacy students and Malaysian MSU students were not different in age, body mass index, standard allowance money quality of sleep and targeting in life (p = 0.560, 0.139, 0.570, 0.506, 0.064 respectively, ANOVA). However, in term of having breakfast, MSU students got more average score than BU students (p=0.001, ANOVA). When compared means of quality of food they ate, health behavior, exercise, and resting, BU student got average score more than MSU students did (p=0.000, 0.000, 0.001, 0.000, respectively, ANOVA). Malaysian pharmacy students at MSU had significant greater GPAX than Thai pharmacy students at BU however, GPAX between 1st year, 2nd year and 3rd year students were not significantly different (p = 0.000, 0.092, respectively, Two-way ANOVA). There was no significant interaction effect between 2 independent variables (countries and year of studying) (p = 0.226). In term of life style: MSU, Malaysian students smoked more cigarettes more than BU, Thai students however Thai student at BU consumed more alcohol than Malaysian students at MSU. BU, Thai students'favorite sports were swimming, jogging and basketball whereas Malaysian pharmacy students'favorite sports were jogging, boxing and sepak. Two groups (Thai and Malaysian) were not different in basic demographic data. Religion could predict amount of alcohol consumption. MSU GPAX is greater than BU GPAX. There was no moderating effect between nationality and year of study on GPAX.

Keywords: Health Promoting, Lifestyle, Academic Achievement

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1. Introduction

1.1 Background and Importance of the Problem

The cross-cultural study on healthy lifestyle between pharmacy students from Management and Science University (MSU), Malaysia and from Burapha University (BU), Thailand would provide the diversity and enrichment to shape an acceptable healthy lifestyle toward academic achievement of two cultures.

When this study talk about a university student's lifestyle, this study almost always define it simply by depicting what typical university students do on daily basis. For instance, sleeping late, eating instant noodle, facing the computer late into the nights, using public transport and more. Such connotation, however, is generic and almost always untrue.

A detailed understanding of the extent to which multiple risk behavior (unhealthy lifestyle) aggregate, as well as their association with psychological behavior and coping in higher education contexts, is important. This could aid in determining high- or low- risk group (Deasy, Coughlan, Pironom, Jourdan, & Mannix Mcnamara, 2015). This accomplishment could be used to guide health promotion interventions which can potentially encourage health gain and elevate academic achievement.

Numerous of studies relating to universities student's lifestyle have been conducted, yielding in varying result. Besides, the concept of lifestyle is also very broad. However, there are very less research that acknowledge the comparison on cross-cultural lifestyle between Management and Science University, Malaysia and Burapha University, Thailand thus, warrant further exploration.

A number of indicators have been used to determine one's lifestyle. Age, gender, and race/ethnicity (C. Cockerham, 2005), tobacco use, diet, physical activity, alcohol consumption, psychological distress, sleep disorder/insomnia, general health, health awareness, educational achievement (El Ansari, & Stock, 2010). To the best of our knowledge, this study could be the first to simultaneously operationalise the two related notions (health promoting lifestyle, academic performance) and control for such a number of variables. The model that has been used by (Grund,2013) were also mentioned by many other researchers saying that Health Promoting Model can explain health-promoting behavior in all stages of age including college students. This model explored health promoting lifestyle relating to biological, psychological, and socio-cultural personal factors, interpersonal influences, situational influences, self-efficacy and relates to health promoting lifestyles.

1.2 Research Question

Although various researches have done on the topics lifestyle, a number of issues need to go beyond concerns and need to be considered when comparing lifestyle of pharmacy student from both universities in lifestyle research.

Since, college student's lifestyle in Management and Science University, Malaysia and from Burapha University, have not been explored identically. Especially, extant literature is full of issues examining whether comparing college lifestyle in MSU and BU provide more complex issue than merely just academic achievement. Thus, college student lifestyle in MSU and Burapha University need to be examined.

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1.3 Research Objective

1) To compare demographic data between Thai Burapha University (BU) students and Malaysian Management and Science University (MSU) students

2) To compare lifestyle practice pattern and associated factors among university students in MSU and Burapha University pharmacy students.

3) To explore moderating effect of 2 dependent variables-nationality and year of studying-compare means of GPAX.

2. Literature Review

The result of this study may provide information for pharmacy students from MSU and Burapha University related to lifestyle and assist in establishing if high- or low- risk group to be identified. On the other hand, as a future member of health care team, it is crucial for each student to understand and aware of their lifestyle and the effects of such behavior in order to be an exemplary for society. Since this is the most ideal time for unique development of knowledge that can be used to guide health promotion interventions and gain healthy life behavior and enhance academic achievement which is one of the important issues in universities students.

Defining and conceptualizing lifestyle was very diverse with various disciplines and approach (Kang, Youn, & Stilwell, 2014). A review of the literature regarding overall pharmacy student in MSU and BU will be explained.

1. Demographic factor
Demographic factor included all the following variables.

Age
Current studies showed that variables such as age, gender, and race/ethnicity influence health lifestyle. Backett and Davidson predicted that as age increases, they were more concern of taking care of their health by controlling and more precise on the food, behavioral changed such as manage stress better also reducing amount of alcohol or smoking cessation. But, exercise declined with age (C. Cockerham, 2005).

As for students, the factual that the personal health status often worsened especially during obtaining a graduate health care professional degree. Spencer reported that students in health care profession showed decline in personal health and also reduce the importance on performing lifestyle counselling as time in curricula increased. As for the nutrition for medical students, it was found out that only 11.4% of medical student obeyed the dietary recommendations for fruits and vegetable servings per day in the last year of curricula program. (DeGeeter, Riser Taylor, A. Wilson, T. Rodgers, & I. Leadon, 2016)

Gender
Gender played important role in relation to psychological distress and the pattern of lifestyle. Between male and female, it was significantly differ based on depressive subscale where female was much higher distress than male. Interpersonal relationship for female students was more promising than male students. On the subject of physical activity, male had more activity and exercise compared to female. For general population, findings also indicated that there were variations in

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gender in terms of level of stress and stress management skills (Ramli et al., 2016). In Thailand, it was reported that the lifestyle values between male and female did not show any differences. Comparative studies had been done in China, Mexico and USA showed that only sample from China reported with gender differences not from two other countries that also showed no gender differences. All in all, the varied findings could be concluded unsettled (Chantara, Koul, & Kaewkuekool, 2014).

Body Mass Index (BMI)

The most reliable indicator for body fat for almost all individual is BMI. BMI identifies ranges of weigh that have been shown to predict any risk of certain diseases and related health problems (Martinez-Gin, 2010). Irregular consumption of main meals had significant effects on BMI regardless of irregular breakfast (Sjoberg, Hallberg, Hoglund, & Hulthen, 2003).

Smoking/Tobacco use

Currently, especially in developing countries 70% of the world's 1.1 billion smokers, with over 50% in Asia alone smoked. Peer pressure was reported one of the reasons youth become smokers, as stated approximately 17.3% of Thai and 18.4% of Malaysian youth and approximately 19% in each country reported they might continue smoking in the following years. For smokers, there was significant difference in gender as 37% of Thai men were daily smokers, whereas only 2% of Thai women smoked. Among rural and urban populations also shows difference as youth especially boys from rural areas were more likely to smoke, however in urban areas, female was also more likely to smoke (Hammond et al., 2008). Smoking can be influenced by high-risk behavior and lifestyle choices. Both of these factors are the major concern for smokers among college students. This is very crucial to understand the issue that link with smoking within this population of students and to study affecting in order to figure interventions. (Emmons, Wechsler, Dowdall, & Abraham, 1998)

Alcohol

Alcohol played important role as it had a strong relationship with smoking status as the likelihood of smoking in college raised more than threefold (Emmons, Wechsler, Dowdall, & Abraham, 1998). Alcohol caused almost 3.3 million global deaths in 2012 (WHO, 2014). Alcohol consumption was associated with different health risks however, alcohol was not major contributing factor for diseases and therefor, not entirely caused all health risks. On the other hand, in a moderate dose, alcohol consumption could be beneficial. Anyhow, the benefits can last short cause it can easily lead to over-consumption (Gonzalez, Collins, & Bradizza., 2009). As for smoking, drinking rates were also could be influence socially and environmentally. University students had higher rate of binge and episodic drinking (Wechsler et al., 1997).

Other important variables are shown as follows:

Cumulative GPA (GPAX)

Effective learning was always influenced by health and well-being. However, it was also mentioned often that tertiary education said to be highly stressful to students. Students were generally restraint from performing adequately at university when associated with health problems (Boot, Vonk, & Meijiman, 2007).

Negatively associated with students grade and sleep disorder/insomnia was found significant (El Ansari, & Stock, 2010). Unsatisfying academic outcomes were discouraging and might further worsen the existing health risk and health conditions would be alarming as these problems negatively influenced each other (Boot, Vonk, & Meijiman, 2007).

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Overall could be said that students with promising general health often felt satisfy with academic achievement and better performance. Health awareness among students was important to obtain good grades in studies (El Ansari, & Stock, 2010).

2. Health lifestyle

Health behavior was divided into 4 types. (Khoso, Yew, & Mimi Hanida, 2016)

Preventive Health Behavior

Actions liked immunizations, adequate exercise, consistent healthy eating, avoiding of using dangerous substances such as tobacco, alcohol and street drugs. These actions anticipated individuals from health risk.

Detective Health Behavior

By regularly had medical screening, it was necessary to identify potential risk symptoms for any disease. Medical screening programs usually engaged certain target population.

Health Promotion

Adapting to healthy lifestyle to preserve existing healthy conditions was one of health promotion.

Health Protective Behavior

Protecting people from any suspected health problems was made from environmental factors at macro societal level. Using Health Promoting Lifestyle Profile 2, healthy lifestyle behavior including spiritual growths, health responsibility, physical activity, nutrition, social support and stress management are measurable as stated by Pender. It is important to understand the factors that determine healthy behavior due to the presence of risky and unhealthy behavior in college students. Therefore, improving the risky behavior is important. (Pender, Murdaugh, & Parsons, 2011)

3. Research Methodology

3.1 Research Design

A cross-cultural, cross-sectional survey study via self-administration questionnaire was performed among pharmacy student in 1st year - 3rd year of Management and Science University (MSU), Malaysia and Burapha University, Thailand on June 1, 2017 to June 30, 2017.

3.2 Population and Sample

All 606 students in the population frame were selected as sample. This can be explained by census sampling where it is an approach to use the entire population as the sample. Even though census sampling were meant for small population (e.g., 200 or less) due to cost related issue, (Bernard, & Paolo, 2013) in this study it could be used as cost and time were not issuing any problem in collecting data and achieving desirable level of precision.

3.3 Research Instruments

A 6 pages questionnaire consisted of one scales. Health Promoting Lifestyle II (Thai Version 1) was a Likert Scale.

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Validity

Validity refers to how well a test measures what it is supposed to measure. (Turner, Mulvenon, Thomas, & Balkin, 2013). Face and content validity of the questionnaire will be evaluated by experienced and qualified 3 judges from The College of Pharmacy, Management and Science University and Burapha University. The IOC score of more than 0.5 was considered to indicate good content validity. Experts were also invited to comment on the wording of items and response format, and to suggest other items to be added to the scale.

Reliability

Internal consistency of 3 scales (health promoting lifestyle, social support, personal factor) will be assessed by Cronbach Alpha (r must not less than 0.70)

The HPL was used to assess each participant's self-reported frequency of engagement in preventative health care behavior. The HPL was considered to be a positive approach to living one's life that embraces behavior beliefs, and values that enhance and facilitate actualization and a sense of well-being. It was measured by the Health Promoting Lifestyle Profile-II (HPLP-II). Walker and Hill-Polerecky (1997) reported a Cronbach α of .94 for the total HPLP-II scale and α ranging from .79 to .94 for the six subscales. The test-retest reliability for the total HPLPII was $r = .89$.

The HPLP-II had six subscales to measure a HPL. In this study, the HPLP-II was used to measure five out of six subscales (i.e. health responsibility, nutrition, physical activity, stress management and spiritual growth). The items on the HPL-II were rated for their frequency by using a four-point Likert scale from (1=never,2=sometimes, 3=often and 4=routinely) (Pender et al., 2010). Higher scores indicated a greater frequency of health-promoting behaviours.

3.4 Data Collection

Dependent variable

Academic achievement was measured by student's GPAX in current semester.

Independent variable

Health Promoting Lifestyle II

Consisting of 9 variables of biological factor and socio-cultural factor that were adapted from (Grund, 2013) which were university of study, year of study, age, gender, BMI, general health status, tobacco use and alcohol use.

1) BMI

Body mass index (BMI) was calculated from body weight and height (kg/m2), the category for adult BMI are below 18.5 = underweight, 18.5 to 24.9 = healthy, 25 to 29.9 = overweight, 30 or higher = obese.

2) General health status

Generally, students were asked the satisfaction of their health using Likert scale of 1 to 5, where 1- Excellent, 2- Very Good, 3-Good, 4- Fair, 5- Poor

3) Tobacco use

A standardized questionnaire, designed based on tobacco control knowledge-attitude-practice model among young adult was assessed by self-reported current smoking practice, smoking

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cessation-related thoughts and practice, past smoking practice was performed. Students were categories between smoker and non-smoker.

4) Alcohol use

AUDIT-C is a shortened version of the alcohol use disorder identification test. It consisted of only 3 questions using cut off of 4. it had sensitivity of 86% for heavy drinking/active alcohol use. Also, by using cut off 3, identifies 90% active alcohol dependence or heavy drinker. Likert type response format from 0= never, 1= monthly/less, 2= 2-4 times a month, 3= 2-3 times a week, 4= 4 or more times a week.

3.5 Statistics Used for Data Analysis

Descriptive statistics: All data has been reported in the aggregate, to avoid inadvertent identification of an individual. Data will be described as frequencies, percent and cross-tabs table for non-metric data and means with standard deviations (SD.) for metric data. All analyses were performed using SPSS Version 17.0 using default settings. A $p < 0.05$ was set as the level of statistical significance.

Inference statistics were analyzed and shown as follows: 1) Pearson's Chi Square would be employed to find association between non-metric measurement variables between Malaysian and Thailand pharmacy students, and 2) one way ANOVA and two-way ANOVA would be used to compare means of metric measurement variables.

4. Data Analysis and Findings

4.1 Introduction

The response rate was 71.29%. Scale reliability for Health Promoting Lifestyle II (Thai Version 1) was .7851. Pharmacy student at BU, Thailand were majority female (7 8.28%) while pharmacy students at MSU, Malaysia were majority female (57.14%). Gender (proportion of male and female) was significantly associated with universities (Thai and Malaysia) (p=0.000, Chi Square). Female pharmacy student at BU, Thailand was 3.60 times of male students.

Table 1 Cross-Tabulation between Gender and Nationality

	Thai	**Malaysia**	**Total**
Female	256	60	316
Male	71	45	116
Total	327	105	432

P=0.000 Chi Square

Pharmacy student at BU, Thailand (99.38%) were Buddhist whereas pharmacy student at MSU, Malaysia (82.64%) were Muslim. The University (BU or MSU) significantly associated with religion (Buddhist or Muslim) (P=0.000, Chi Square).

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Table 2 Cross-Tabulation between Religion and Nationality

	Buddhist	Muslim	Total
Thai	325	2	327
Malaysia	13	69	82
Total	338	71	409

P=0.000 Chi Square

Nationality (Thai and Malaysia) significantly associated with religion (Buddhist and Muslim) (p=0.000, Chi Square). Thai pharmacy students at BU (50.46%) significantly consumed more alcohol than Malaysian students at MSU (25.71%) significantly. (p=0.000, Chi Square, OR 2.942)

Table 3 Cross-Tabulation between Nationality and Drinking Alcohol

	Thai	Malaysi a	Total
Drink	165	27	192
Not drink	162	78	240
	327	105	432

P-value 0.000 Chi Square
Odd Ratio=2.942

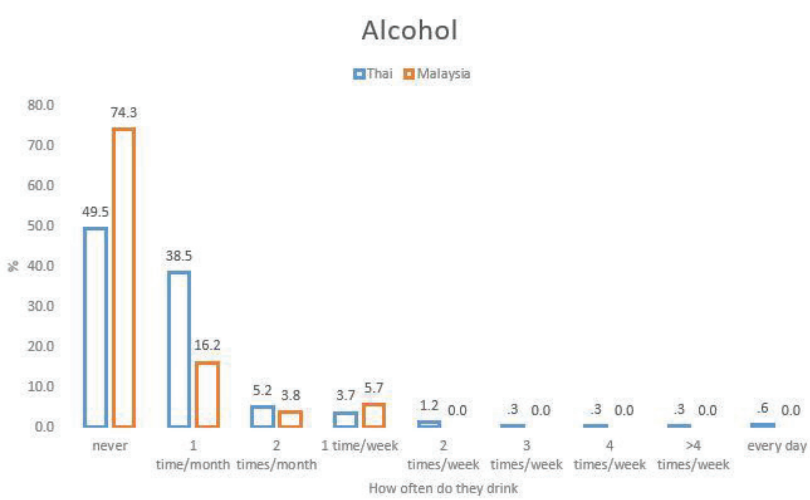

Figure 1 How often Thai and Malaysia Pharmacy Students Consuming Alcohol Habit

Thai students at BU consumed more alcohol than Malaysian students at MSU. Pharmacy student at MSU, Malaysia (10.47%) smoked cigarettes more than pharmacy student at BU, Thailand (3.36%) significantly.

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Table 4 Cross-Tabulation between Nationality and Smoking

	Smoking	Non smoking	Total
Thai	11	316	327
Malaysia	11	94	105
Total	22	410	432

P=0.004, Chi Square

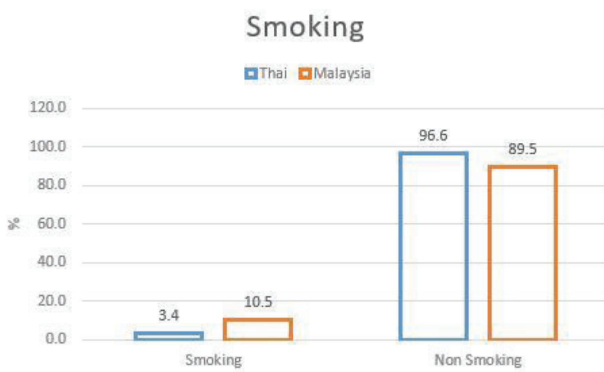

Figure 2 Thai and Malaysian Pharmacy Students Smoking Habit

MSU, Malaysian students smoked cigarettes more than BU, Thai students (P=0.004, Chi Square).

4.2 Data Analysis of the Quantitative Data

F-test was used to compare means of ratio scale variables between 2 nations

The average age of Malaysian students (21.26±1.02) and the average age of Thai students (20.94±1.20) were not significantly different (p=0.056, ANOVA).

The average GPAX of Malaysian students (3.42±0.32) was significantly higher than the average GPAX of Thai students (2.99±0.41) (p=0.000, ANOVA).

The average weight of Malaysian students (59.40±13.21) was not significantly different from the average weight of Thai students (56.94±12.20) (p=0.079, ANOVA).

The average height of Malaysian students (1.64±0.08) was not significantly different from the average height of Thai students (1.63±0.07) (p=0.332, ANOVA).

The average BMI of Malaysian students (22.07) was not significantly different from the average BMI of Thai students (21.44) (p=0.139, ANOVA).

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The average standardized income (when transfer to gold) of Malaysian students (0.57±1.07) was not significantly different from the average standardized income of Thai students (0.52±0.49) (p=0.570, ANOVA).

The average quality of sleep of Malaysian students (2.77±0.90) was not significantly different from the average quality of sleep of Thai students (2.82±0.73) (p=0.506, ANOVA).

The average score of having breakfast of Malaysian students (3.85±0.51) was significantly different from average score of having breakfast of Thai students (3.46±0.59) (p=.001, ANOVA).

The average score of food intake of Thai students (1.40±0.51) was significantly higher from average score of food intake of Malaysian students (1.76±0.43) (p=.001, ANOVA).

The average score of health behavior of Thai students 0.88±0.54) was significantly higher from average score of health behavior of Malaysian students (1.29±0.55) (p=.000, ANOVA).

The average time of exercise of Thai students (1.02±0.48) was significantly higher from average score of time of exercise of Malaysian students (1.25±0.65) (p=.001, ANOVA).

The average score of quality of rest of Thai students (1.10±0.58) was significantly higher from average score of quality of rest of Malaysian students (1.35±0.57) (p=.000, ANOVA).

The average score of target in life of Thai students (1.61±0.56) was not significantly different from average score of target in life of Malaysian students (1.80±0.45) (p=.064, ANOVA) (Table 1).

Table 5 F-Test for All of Ratio Dependent Variables between 2 Nationalities

	Student	**n**	**Mean**	**SD**	**F-test**	**p-value**
Age	Malaysian	105	21.26	1.02	5.890	.056
	Thai	327	20.94	1.20		
	Total	432	21.02	1.17		
GPAX	Malaysian	105	3.42	0.32	95.142	.000
	Thai	306	2.99	0.41		
	Total	411	3.10	0.43		
Weight	Malaysian	105	59.40	13.21	3.093	.079
	Thai	320	56.94	12.20		
	Total	425	57.54	12.49		
height	Malaysian	105	1.64	0.08	.944	.332
	Thai	322	1.63	0.07		
	Total	427	1.63	0.08		
Body Mass Index	Malaysian	105	22.07	4.16	2.195	.139
	Thai	319	21.44	3.67		
	Total	424	21.59	3.80		
Standardized income	Malaysian	95	0.57	1.07	.324	.570
	Thai	265	0.52	0.49		
	Total	360	0.54	0.69		

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Quality of sleep	Malaysian	105	2.77	0.90	.442	.506
	Thai	326	2.82	0.73		
	Total	431	2.81	0.78		
Breakfast	Malaysian	105	3.85	0.51	10.873	.001
	Thai	326	3.64	0.59		
	Total	431	3.69	0.57		
Quality of food intake	Malaysian	105	1.40	0.50	48.497	.000
	Thai	326	1.76	0.43		
	Total	431	1.67	0.48		
Health behavior	Malaysian	105	0.88	0.54	42.733	.000
	Thai	326	1.29	0.55		
	Total	431	1.19	0.57		
Exercise	Malaysian	105	1.02	0.48	11.477	.001
	Thai	326	1.25	0.65		
	Total	431	1.19	0.62		
Rest quality	Malaysian	105	1.10	0.58	14.832	.000
	Thai	326	1.35	0.57		
	Total	431	1.29	0.58		
Target in life	Malaysian	105	1.61	0.56	14.832	.064
	Thai	326	1.80	0.45		
	Total	431	1.75	0.49		

Thai pharmacy students's favorite sports were swimming (25.40%), jogging (24.00%) and basketball (20.00%) however Malaysian pharmacy students'favorite sports were jogging (30.60%), boxing (16.30%) and sepak (12.90%).

Table 6 Three Favorite Sports of Thai and Malaysian Pharmacy Students

Thai			**Malaysian**		
	Frequency	**Percent**		**Frequency**	**Percent**
swimming	113	25.40%	jogging	45	30.60%
jogging	107	24.00%	boxing	24	16.30%
basketball	89	20.00%	sepak	19	12.90%

Thai pharmacy student's hobbies were listening to music (17.70%), internet serving (16.90%), and watching T.V. (14.70%) while Malaysian student's hobbies were listening to music (13.38%), travel (13.60%) and singing (13.40%).

Table 7 Favorite Hobbies of Thai and Malaysian Students

Thai			**Malaysian**		
	Frequency	**Percent**		**Frequency**	**Percent**
music	298	17.70%	music	60	13.80%
internet	285	16.90%	travel	59	13.60%
TV	247	14.70%	singing	58	13.40%

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Two-way ANOVA was executed to compare means of GPAX of the 2 nations and year of studying. There was no moderating effect between 2 independent variables. The 2 mains effect was investigated. The mean of GPAX of Malaysian pharmacy student was significantly greater than the mean of GPAX of Thai pharmacy student (p=0.000, Two-way ANOVA, blocking for nationality and year of studying,).

Two-way ANOVA of Nationality and study year impact on GPAX

Dependent Variable: GPAX

Thai	Year	Mean	SD	N
Thai	1	3.10	.41	118
	2	2.92	.36	105
	3	2.93	.44	83
	Total	2.99	.41	306
Malaysian	1	3.44	.38	28
	2	3.39	.28	39
	3	3.44	.31	38
	Total	3.42	.32	105
Total	1	3.17	.42	146
	2	3.05	.40	144
	3	3.09	.47	121
	Total	3.10	.43	411

Tests of Between-Subjects Effects

Dependent Variable: GPAX

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.727[a]	5	3.345	22.944	.000
Intercept	3138.211	1	3138.211	21522.534	.000
Thai	14.701	1	14.701	100.824	**.000
Year	.699	2	.350	2.397	.092
Thai * Year	.435	2	.218	1.492	.226
Error	59.053	405	.146		
Total	4032.127	411			
Corrected Total	75.781	410			

a. R Squared = .221 (Adjusted R Squared = .211)

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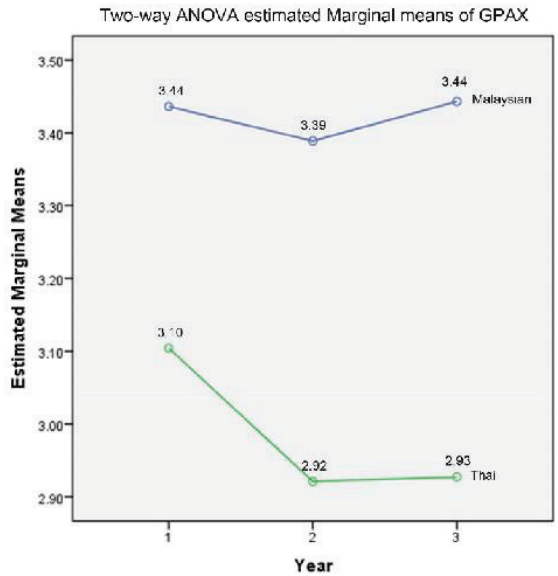

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion and Discussion

The result of this study provided information for pharmacy students from MSU and Burapha University related to lifestyle and assist in establishing if high- or low- risk group to be identified. On the other hand, as a future member of health care team, it was crucial for each student to understand and aware of their lifestyle and the effects of such behavior in order to be an exemplary for society. Since this was the most ideal time for unique development of knowledge that could be used to guide health promotion interventions and gain healthy life behavior and enhance academic achievement which was one of the important issue in universities students.

Thai BU pharmacy students and Malaysian MSU students were not different in age, body mass index, standard allowance money quality of sleep and target in life. However, in term of having breakfast, MSU students got more average score than BU students. When compared means of quality of food they ate, health behavior, exercise, and resting, BU student got average score more than MSU students did.

5.2 Recommendation

Malaysian pharmacy students at MSU had significant greater GPAX than Thai pharmacy students at BU however, GPAX between 1st year, 2nd year and 3rd year students were not significantly different. There was no interaction effect between 2 independent variables (countries and year of studying). Life style: MSU, Malaysian students smoked cigarettes more than BU, Thai students however Thai student at BU consumed more alcohol than Malaysian students at MSU. BU, Thai students'favorite sports were swimming, jogging and basketball whereas Malaysian pharmacy students'favorite sports were jogging, boxing and sepak.

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Association between Anxiety and Sleep Quality of Elderly in Chonburi, Thailand 2019

by

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Abstract

The objectives of this study were to: collect data of sleep quality, anxiety and drug use for insomnia, and identify association between sleep quality and anxiety. A cross-sectional survey research by face to face interview and questionnaire was performed during 7 months in 2017. The 60 years of age and above people in 11 Chonburi districts were randomly selected using non-probability, purposive-sampling method. Population was all elderly people who could read and write Thai and willing to participate. Sample size was calculated via Jacob Cohen's table 8.4.3, when α was set to 0.05, power 0.80, effect size 0.20, k (group) equals to 11, it yielded n equals to 30 in each group. therefore 30*11= 330 samples were collected.Samples were completely collected (100%). Cronbach's Alpha coefficient confirmed internal consistency of The Pittsburgh Sleep Quality Index (PSQI), 0.7447 and The Hospital Anxiety and Depression Scale (HADS), 0.7874. The average age of elderly was 68.50±3.47, BMI 21.91±8.44, PQSI score 9.60±4.58, HAD score 11.42±3.71. Most were female 176 (53.33%), lived with spouse 215 (65.15%), passed secondary school 117 (35.45%), employee 130 (39.39%). Anxiety elderly was classified as normal 233 (76.61%), mild 83 (25.61%), moderate 13 (3.94%) and severe 1 (0.30%). These senior citizens were sleep well 124 (35.58%) and not sleep well 206 (62.42%). Most insomnia drugs prescribed for elderly were, Lorazepam, Amitriptyline and Clonazepam (7,41%, 6.51% and 4.74%) respectively. Inference statistics proved: Anxiety and sleep quality of elderly in 11 districts were not significantly different (ANOVA, p=0.07). Moreover, anxiety (HADS), BMI, marital status and occupation significantly associated with sleep quality (PSQI) (Chi Square, p=0.00, 0.04, 0.04 and 0.00 respectively).

Keywords: Sleep Quality, Anxiety, Elderly

1. Introduction

1.1 Background and Importance of the Problem

This research aims to study 2 important characteristics of the Thai elderly people. Those are anxiety and insomnia and drugs used for elderly insomnia in Thailand.

Insomnia: (sleeping attribute) was measured using The Modified Pittsburgh sleep quality index(Buysse, Reynolds et al. 1989) (PSQI). A self-rated questionnaire which assesses sleep quality and disturbances over a 2-weeks-time interval. This questionnaire consists of 7 constructs (19 observed variables) namely: 1) Subjective sleep quality; 2) Sleep latency; 3) Sleep duration; 4) Habitual sleep efficiency; 5) Sleep disturbances; 6) Use of hypnotic agent; and 7) Daytime dysfunction. Each component is assessed using visual analog scale to yield a ratio scale for a higher

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power statistical method when analysis. The 7 component composite scores are then summed up to produce PSQI scores which range between 0 to 210(Kobak, Reynolds et al. 1990).

Anxiety: According to The Wikipedia, Anxiety is defined as "Anxiety is defined as "An emotion characterized by an unpleasant state of inner turmoil, often accompanied by nervous behavior, such as pacing back and forth, somatic complaints, and rumination. It is the subjectively unpleasant feelings of dread over anticipated events, such as the feeling of imminent death. Anxiety is not the same as fear, which is a response to a real or perceived immediate threat, whereas anxiety is the expectation of future threat. Anxiety is a feeling of uneasiness and worry, usually generalized and unfocused as an overreaction to a situation that is only subjectively seen as menacing. It is often accompanied by muscular tension, restlessness, fatigue and problems in concentration.

1.2 Research Question

1) How the data of insomnia, anxiety and drug use behavior of anxiety and insomnia is collected?

2) What is the association between insomnia and anxiety (use standard scale?

1.3 Research Objective

1) To collect data of insomnia, anxiety and drug use behavior of anxiety and insomnia

2) To discover association between insomnia and anxiety (use standard scale)

2. Literature Review

2.1 Related Concepts and Theories and Literature Surveys

HoLLoway, K.L investigated Anxiety disorders and falls among older adults in 487 men and 376 women aged ≥60 years old in Australia using survey study by interview. The researchers found association between anxiety and falls. Anxiety disorder was associated with falling (OR 2.96; 95%CI 1.07–8.21). The results may aid in prevention of falls through specific interventions aimed at reducing anxiety, particularly in men. (Holloway, Williams et al. 2016).

Delphin-Combe, F. investigated the relationship between the level of anxiety and cognitive performance in 149 patients (age 65 years old or older) complaining of memory difficulties. Anxiety level was assessed with the Hamilton Anxiety Rating Scale. Subjects with moderate to severe anxiety had worse performance than subjects with no anxiety. They found relationship between anxiety and executive, visual-constructive or instrumental functions.(Delphin-Combe, Bathsavanis et al. 2016).

Agmon, M. tested the association between anxiety at the time of hospitalization and falls occurring within one month of discharge. One-month, prospective cohort study of 556 older adults in two medical centers in Israel were observed. Anxiety and functional decline were assessed during hospitalization and falls were assessed one month post-discharge. They concluded anxiety at time of hospitalization was associated with falls 30-days post-discharge, when controlled for several well-known confounders. (Agmon, Zisberg et al. 2016).

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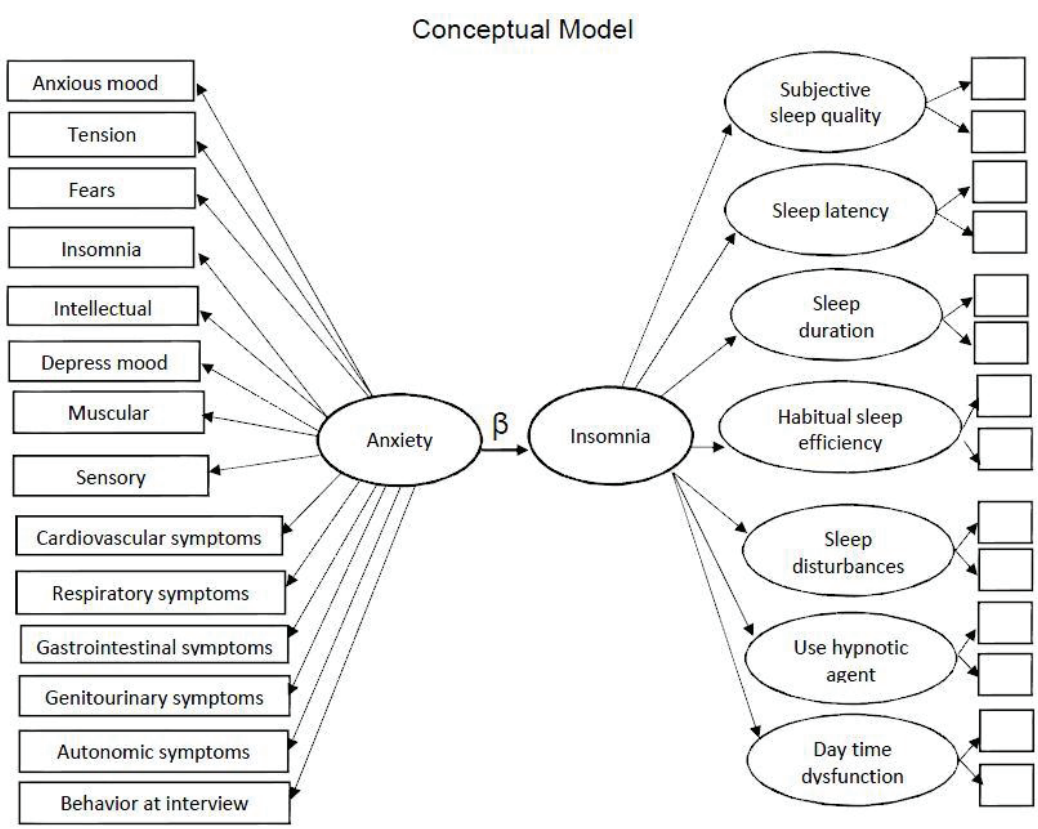
Yu, J. et al also surveyed the association between sleep and psychiatric symptoms in elderly Asian populations. They examined the sleep correlates of depression and anxiety in a sample of cognitively healthy older adults using The Geriatric Depression Scale, Geriatric Anxiety Inventory (GDSGAI), and the Pittsburgh Sleep Quality Index (PSQI) in the 107 sample of elderly participants. GDSGAI scores were both significantly correlated with sleep disturbance. GDSGAI associated with daytime dysfunction, and sleep quality, sleep latency, and PSQI. Yu concluded that depression and anxiety in a cohort of elderly Asian subjects are associated with a number of sleep-related issues.(Agmon, Zisberg et al. 2016).

Peluso, E.T.P did assess the prevalence of anxiety and depression disorders in elderly with chronic dizziness of vestibular origin. They used the Brazilian version of the Composite International Diagnostic Interview 2.1 to assess anxiety and depressive disorders in elderly patients (≥60 years old) with chronic dizziness. They found that most of the 44 patients included in the study were female (88.6%) with a mean age of 71 years (±7.5), 68.1% had experienced dizziness for 1 year or more. The most prevalent diagnosis was benign paroxysmal positional vertigo (52.3%). The prevalence of generalized anxiety disorder and specific phobias during life were 29.5% and 22.7%, respectively, and, in the last 12 months, 18.2% and 15.9%. There was no patient with panic disorder, agoraphobia or social phobia. The prevalence of depressive disorder during life was 45.4%, and, in the last 12 months, were 11.3%. Peluso confirmed aged patients with chronic dizziness had high prevalence of some mental disorders. (Yu, Rawtaer et al. 2016).

2.3 Conceptual Framework



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2.4 Research Hypothesis

This study used Hamilton Anxiety Rating Scale (Peluso, Quintana et al. 2016). It was employed to measure anxiety. Anxiety is a concept. It is measured by 14 observed variables. Those are anxious mood, tension, fears, insomnia, intellectual, depress mood, muscular, sensory, cardiovascular symptoms, respiratory symptoms, gastrointestinal symptoms, genitourinary symptoms, autonomic symptoms, behavior at interview. The concept of insomnia is consisted of 7 constructs namely: subjective sleep quality, sleep latency, sleep duration, habitual sleep efficiency, sleep disturbances, use hypnotic agent and day time dysfunction. All 7 constructs are measured by 14 observed variables. The relationship between anxiety and insomnia was established.

3. Research Methodology

3.1 Research Design

A cross-sectional survey by self-administrative questionnaire was performed at Chonburi, a big city on the Eastern sea board, of Thailand. The elderly patients 60 years of age and above, were randomly selected using non-probability (purposive) sampling method to select suitable elderly people in 11 Chonburi districts.

3.2 Population and Sample

<u>Population</u>
All elderly people who could read and write Thai language and willing to participate in this study. However, the elderly people who were too physically ill, had serious visual or hearing impairment, already diagnosed as having serious psychiatric disorders (for example, schizophrenia, bipolar) or having possibility of a major neurocognitive disorder and unable to read, write or understand Thai language, were excluded from this study. Participant information sheets were distributed and were explained before informed consents were obtained from them. Those who lack cognitive capacity in understanding the study information sheet or refused to give their informed consent were excluded as well. This study was approved by the Burapha Pharmacist Ethics and Research Committee before starting the project. The fund was supported by College of Pharmacy, Burapha University 2017.

<u>Sample</u>
According to "Statistical Power Analysis for the Behavioral Sciences second edition 1977" book wrote by Jacob Cohen, page 383 table 8.4.3 when α was set to 0.05, β 0.20, power 0.80, effect size 0.20 when k (group)= 11, it yielded sample size (n) = 30 in each group. Since the city of Chonburi was consisted of 11 districts, therefore 30*11= 330 samples were collected. (Cohen 1977)

<u>Sampling</u>
Probability sampling might yield more precision and a better representative of population. It was the strongest advantage of the survey research however probability sampling might consume more time, money and efforts therefore nonprobability sampling (purposive sampling) was employed in this study.

Due to limited of time and resources, researchers scoped the venue of investigation only in Chonburi. Multi-sites and further studies should be implemented in the other cities of Thailand to yield more confidence and increased the power of external validity. Academic claimed and/or

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presentations of the results were more convinced with accuracy and pride to generalize the outcomes to all elderly people in Thailand as a whole.

3.3 Research Instruments

Insomnia (sleeping quality) were measured using the validated Pittsburgh sleep quality index(Buysse, Reynolds et al. 1989) (PSQI). A self-rated questionnaire which assessed sleep quality and disturbances over a 2-weeks-time interval. This questionnaire consisted of 7 constructs (19 observed variables) namely: 1) Subjective sleep quality; 2) Sleep latency; 3) Sleep duration; 4) Habitual sleep efficiency; 5) Sleep disturbances; 6) Use of hypnotic agent; and 7) Daytime dysfunction. Each component was assessed using visual analog scale to yield a ratio scale for a higher power statistical method when analysis.

3.4 Data Collection

The 7 component composite scores were then summed up to produce PSQI scores which range between 0 to 210. Anxiety variable in ratio scale was used as an independent variable to predict insomnia (sleeping quality) of the elderly people.

3.5 Statistics Used for Data Analysis

Concurrently the PSQI score was recoded to ordinal scale for Chi Square analysis purpose. Poor sleep quality was defined as scores greater than 50, and good sleep quality was defined as scores of 50 and below. In sum, we used 2 statistical procedures-1) Chi Square, and was triangulated by 2) Pearson's correlation to identify the association and correlation of these 2 major constructs.

The hospital anxiety and depression scale (HADS), were used to screen for the presence of symptoms of depression and anxiety (psychological distress). A score of 8 or more was considered as a probable case of anxiety and depression. A Thai version of HADS was validated and tested before operating. All data of this study were analyzed using The Statistical Package for Social Sciences (SPSS) Version 17. The information obtained from socio-economic status and demographic data, PSQI and HADS questionnaire were analyzed using descriptive statistics. The nonmetric variables were demonstrated by frequency and percent. The metric variables were presented by mean ± standard deviation. The cross tabulations of nonmetric variables were shown. Analysis of variance was used to assess the difference between means of age, BMI and PSQI. Chi Square was used to test association between nonmetric variables-poor sleep quality (based on global PSQI scores) and socio-economic and demographic data and psychological stress (using HADS). Risk associations between dependent and independent variables was verified using odds ratio. Pearson's correlation was executed to find the strength of linear relationship between insomnia (predictor) and anxiety (criterion variable). Confidence interval of 95% and p value 0.05 were fixed. (Winkelman, Warsi et al. 2018)

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4. Data Analysis and Findings

4.1 Introduction

Scale Reliability

Consistency of these scales was assessed for internal reliability with Cronbach's Alpha coefficient. The reliability coefficients were: Pittsburgh Sleep Quality Index, 0.7447, The Hospital Anxiety and Depression Scale, 0.7874.

Table 1 Sleeping Drugs Used

	Frequency	Percent
Lorazepam 0.5 mg.	27	8.2%
Amitriptyline	15	4.5%
Clonazepam	7	2.1%
total	49	14.8%

Elderly in the Eastern part of Thailand used sleeping pills as the following: Lorazepam 27 (8.2%), Amitriptyline 15 (4.5%) and Clonazepam 7 (2.1%).

4.2 Data Analysis of the Quantitative Data

Inference statistics was analyzed by investigating the association between sleep quality and gender, marital status, education, income were confirmed by Chi square and were presented in Table 2.

Table 2 Cross Tabulation

Parameters	Good Sleep	Poor Sleep	Total (N)	Chi Square	P-Value
Gender				1.5	0.221
male	58 (17.58%)	96 (29.09%)	154 (46.67%)		
female	55 (16.67%)	121 (36.67%)	176 (53.33%)		
Marital status				4.161	*0.041
live with someone	82 (24.85%)	133 (40.30%)	215 (65.15%)		
live alone	31 (9.39%)	84 (25.46%)	115 (34.85%)		
Education				0.822	0.935
no education	4 (1.12%)	7 (2.12%)	11 (3.33%)		
primary school	42 (12.72%)	75 (22.72%)	117 (35.45%)		
secondary school	30 (9.09%)	68 (20.60%)	98 (29.70%)		
diploma	25 (7.58%)	45 (13.63%)	70 (21.21%)		
bachelor degree	12 (3.64%)	22 (6.67%)	34 (10.30%)		
Income				5.496	0.482
less than 10,000	74 (22.42%)	162 (49.09%)	236 (71.52%)		
10,001-15,000	1 (0.30%)	2 (0.61%)	3 (.90%)		
15,001-20,000	11 (3.33%)	12 (3.33%)	23 (6.96%)		
20,001-25,000	3 (.91%)	7 (2.12%)	10 (3.03%)		

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25,001-30,000	3 (.91%)	8 (2.42%)	11 (3.33%)		
30,001-35,000	14 (4.24%)	16 (4.85%)	30 (9.09%)		
more than 35,000	7 (2.12%)	10 (3.03%	17 (5.15%)		
Occupation				10.641	**0.005
merchant	26 (7.88%)	89 (26.97%	115 (34.85%)		
agriculture	35 (10.60%)	50 (15.15%)	85 (25.76%)		
employee	52 (15.76%)	78 (23.63%)	130 (39.39%)		
Cigarette				0.213	0.644
smoker	47 (14.24%)	27 (8.185)	74 (22.42%)		
non smoker	170 (51.15%)	86 (26.06%)	256 (77.58%)		
Alcohol				0.730	0.786
drink	46 (13.94%)	85 (25.76)	131 (39.70%)		
don't drink	67 (20.30%)	132 (40.00%)	199 (60.30%)		
BMI				6.378	*0.045
mild thinness	31 (9.39%)	19 (5.76%)	50 (15.15%)		
normal	154 (46.67%)	66 (20.00%)	220 (66.67%)		
over weight	27 (8.18%)	20 (6.06%)	47 (14.24%)		
obese class 1	6 (1.82%)	7 (2.12%)	13 (3.94%)		
Anxiety				41.23	**0.000
normal	113 (34.24%)	120 (36.36%)	233 (70.61%)		
mild anxiety	8 (2.42%)	75 (22.72%)	83 (25.15%)		
moderate anxiety	3 (.91%)	10 (3.03%)	13 (3.94%)		
severe anxiety	0 (0%)	1 (.30%)	1 (0.30%)		

**sig at p<0.01
*Sig a p<0.05t

The significant association between occupation, Body Mass Index, anxiety and sleep quality was confirmed by Chi Square (p=**0.005, *0.045, **0.000, respectively).

Chi Square was employed to confirm association between sleep quality and anxiety was again shown in Table 3.

Table 3 Sleep Quality *Anxiety Cross Tabulation and Chi Square

Anxiety	good sleep	poor sleep	Total	p-value
Normal	113	120	233	**0.000
mild anxiety	8	75	83	
moderate anxiety	3	10	13	
severe anxiety	0	1	1	
Total	124	206	330	

**sig at p<0.01

Association between anxiety and sleeping quality was confirmed by Chi Square (p=**0.000). Conclusion: Anxiety significantly associated with sleep quality. (Objective 4)

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Chi Square was employed to confirm association between sleep quality and anxiety was again shown in Table 4.

Table 4 Pearson correlation between sleep quality and anxiety

	Anxiety	PSQI
Pearson Correlation	1	-.693**.
P value		000
n	330	330

**. Sig at p< 0.01

Pearson's correlation verified that there was a significantly, negatively high linear correlation between anxiety and sleeping quality (r=-.693**, p=0.000).

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion and Discussion

Association between anxiety and insomnia (use standard scale) were found. This finding supported (Wigg, Filgueiras et al. 2014), (Safa, Khalilzadeh et al. 2012) and (Teker and Luleci 2018). Relationship between anxiety and sleep quality was confirmed. Pearson's correlation verified a significant negative relationship between anxiety and sleep quality. It meant the more anxiety the less sleep quality of the elderly in Chonburi.

5.2 Recommendation

Insomnia is the medical term for difficulty sleeping including difficulty falling asleep, trouble staying asleep, waking up too early, and waking up feeling tired. However, Anxiety is the body's natural response to stress, where feeling apprehension or fear about what is going to happen next. Anxiety may cause insomnia or does insomnia cause anxiety due to sleep deprivation can elevate the risk for anxiety disorders. Moreover, insomnia can also worsen the symptoms of anxiety disorders or prevent recovery, thereby anxiety can also contribute to disrupted sleep, often in the form of insomnia or nightmares.

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A Study of the Influence of Employee Self-Expectation on Turnover Intention: Taking Occupational Loneliness as a Moderator Variable

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Abstract

This study explores the effect of employee self-expectation on turnover intention in China's intensive service industry. A questionnaire survey was conducted using workplace loneliness as a moderating variable. In this study, 435 questionnaires were used for empirical analysis. The reliability and validity of the scale reached the measurement standards of academic research. The results showed that: 1. Self-expectation negatively affects turnover intention; 2. Workplace loneliness negatively interferes with the negative relationship between self-expectation and turnover tendency; 3. Workplace loneliness negatively interferes with the negative relationship between self-efficacy expectations and turnover intentions. This study aims to enrich the research related to the effect of self-expectation on employee turnover intention. The research of this paper can provide practical significance and role for the work of self-expectation on employees' turnover intention in the new period and new situation. The high turnover rate in China's service industry requires an in-depth discussion and analysis of the impact of self-expectation on employee turnover intentions. How to effectively and maximally reduce employee turnover intentions and ideas, and devote oneself to work for the job is an urgent issue to be paid attention to in this study.

Keywords: Self-expectation；Turnover intention；Workplace loneliness

1. Introduction

1.1 Background and Importance of the Problem

As the most precious and vital resource of the enterprise, employees are the critical factor in enhance the survivability of the enterprise. As the foundation of enterprise development and progress, personal self-expectation is related to enterprise performance and long-term survival (Yang & Yang, 2016). When employees show high self-expectations, they can put forward better constructive opinions and positive work attitudes. These will contribute to the sustainable development and value realization of the enterprise.

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In the traditional service industries, the varying employment relationship has brought many unstable factors to the company (Yang & Yang, 2016). Under the premise of relatively stable employee organization relationships, employees are more inclined to work in the organization for a long time, the reality is that the economic environment changes rapidly, the organizational structure has undergone fundamental changes, and the employee organization relationship has become short-term and unstable. Everyone will eventually leave the organization.

For the traditional service industry, the survival of enterprises depends on the service quality and service efficiency of the grassroots employees who provide services. Services are not like other general products. After mass production, they wait for consumers to purchase; the production and consumption of services are usually simultaneous. When the service is provided, both the producers and recipients of the service need to be present simultaneously. Therefore, the interaction between service providers and receivers has become a vital part of service marketing, both of which will affect the efficiency and quality of services (Wang & Chen, 2016).

In today's dynamic economic and social development process, the self-expectations of employees have significantly changed. During the 21st century, the self-expectations of employees tend to be diversified. Stable and well-paid careers are again valued by people. Simultaneously, factors such as salary, promotion opportunities, personal reputation, and accomplishment have also become the focus of people's consideration when choosing a career (Meng, Feng, & Wang, 2017). Expected value theory indicates whether an individual decides to engage in a particular task depends on his expectation of the success of the task and the level of value given to the job (Vroom, 1994). Employees work in the organization for some time, psychologically assess the current working conditions and environment, leave the existing work organization and seek other wishes and ideas. On the one hand, the development of modern society and population mobility, while promoting the growth of commodity economy, also make people pay more attention to the degree of humanized management in the organization, focus on the welfare benefits and internal needs of employees in the organization. The concepts of human-centered management are gradually being applied in the management practice activities. An organization that occupies a place in China may be at a disadvantage for organizations that can not keep up with changes. Industrial civilization has led to an increasing proportion of career in the time distribution among many people. Employers and employees of small enterprises generally have success expectations and self-efficacy expectations in their work (Betz &Hackett, 1981).

Staff turnover inevitably increases the cost of the organization's operations, including the cost of rehiring, training, and newcomers' unfamiliarity with the business leading to reduced productivity. Besides, the shortage of human resources caused by the high turnover rate is also directly related to the quality of service and the interests of service recipients (Griffeth, Hom, & Gaertner, 2000). The turnover tendency is the most critical cognitive precursor to the real occurrence of turnover behavior, which makes it become a popular research topic for a long time (Wang & Chen, 2016). As opposed to employees' job satisfaction, employees' turnover tendency is something all organizations want to avoid (Karatepe & Ngeche, 2012).

Industrial civilization has made careers increasingly account for a large proportion of the time distribution among many people, and employers and employees generally feel lonely at work (Gumbert & Boyd 1984). Workplace loneliness is a lonely experience caused by the difference in quantity or quality between the desired interpersonal relationship and the actual interpersonal level of the employee in the organization, and the powerlessness of the employee to achieve the desired level through change. This lonely experience can make the employee lack the recognition of the organization and can not obtain emotional satisfaction (Wright & Burt, 2006) in the organization.

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When employees are unable to find the desired inner harmony and belonging in addition to their careers, such innernal contradictions and conflicts lead to a sense of loneliness in the workplace, and sooner or later they will show up, prompting employees to be unable to adapt to their current work environment and leave the organization to seek a better working environment.

Foreign scholars have more research on the mobility of employees in enterprises, and attach importance to establishing employee mobility model theory. A more consistent understanding of proper employee turnover is conducive to social welfare and enterprise development. The speed of the flow is too fast, and the scale of the flow is too large, which harms on enterprises and individuals. Foreign researchs from the perspective of human demands and human capital theory have analyzed employee turnover factors and behavioral motivation analysis. Based on these theories and models, there will be some limitations in constructing the mature market economy system abroad and perfecting the enterprise management system, the professional manager market, and the labor market for its established research background.

1.2 Research Question

The loss of employees in labor-intensive enterprises is no longer a problem for enterprises, which has become a social problem brought about by the progress and development of contemporary society and the upgrading of industries. Through the analysis of the social environment, economic formation, causes, and consequences of the increasing brain drain, the author tries to find a new scheme to reduce the turnover of small and medium-sized enterprises, especially labor-intensive services. Through theoretical and empirical research, the author hope can find a solution to the frequent turnover of employees in the service industry, and it also provides help and assistance for the service industry, which is worried about a large number of employees turnover every year.

1.3 Research Objective

This study explores the effect of employee self-expectation on turnover intention in China's intensive service industry.

2. Literature Review

2.1 Related Concepts and Theories

Self-expectation and turnover intention

Vroom (1994) pointed out in the expectation theory that whether a person chooses to engage in a specific task depends on his expectations of task success and the value given to the task. The higher a person's anticipation of the possibility of success, the stronger his motivation for success, and the easier his tendency to succeed. On the contrary, the higher a person's expectation of the possibility of failure, the stronger his propensity to fail, and the easier his behavior is to fail. The research topic of turnover tendency has been enduring in the management field, and it is a significant indicator to predict employee turnover behavior. Nowadays, many empirical researchers also use turnover tendency to predict turnover behavior, leaving tendency rather than resignation behavior (Le, Yao, & Ma, 2008). As Sousa-Poza and Henneberger (2004) said, turnover intentions have significant predictive power for actual turnover behavior.

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Moderating effect of loneliness in the workplace

Workplace loneliness stems from the lack of a sense of belonging of employees in the organization, the absence of colleagues who can share their daily lives, thoughts, feelings, or the absence of people who can help when they need help, the isolation, and self-solution. Foreign literature researches on workplace loneliness deeply explore the influence mechanism and role of employee interpersonal relationship in work. A study has shown that a small but high-quality relationship among employees in an organization can also reduce the likelihood of loneliness in the workplace (Ozcelik & Barsade, 2011).

2.2 Literature Surveys and Research Hypothesis

Self-expectation and turnover intention

According to the theory of expectation model proposed by Vroom (1994), three main points of employee motivation in practical management are put forward. Even if employees make it clear that their current work can meet their inner needs, and the satisfaction of needs is linked to performance, and the improvement of performance can only be achieved through efforts. When the employee's self-expectation is high, the behavior of turnover tendency will decrease, so this study thinks that self-expectation will positively affect the employee's turnover tendency. Le, Yao and Ma (2008) used expectation as a predictor variable of turnover behavior. Expectations are divided into: self-expectations and others' expectations. Ma (2017) showed that the higher the self-efficacy expectations of nurses, the lower the turnover tendency. Lu (2014) found that knowledge workers' higher expectations of self-efficacy negatively predict the behavior of turnover intention. Based on the above views, this study presents the following hypotheses. H1: Self-expectation negatively affects turnover intention; H1a: Success expectation negatively influences turnover intention; H1b: Self-efficacy expectation negatively affects turnover intention.

Moderating effect of loneliness in the workplace

Therefore, organizational support creates an environment in which employees care about the atmosphere. After the employees perceive these supports, it is satisfied at the emotional level, at the same time, it also strengthens the identity of the members of the organization, weakens its sense of loneliness in the workplace, and then stimulates the employees' motivation and self-worth identity in the organization under the guidance of low workplace loneliness, to achieve the mutual benefit and win-win effect of both sides of the organization. Employees also pay more and more attention to emotional satisfaction when choosing a job. Like "mate selection", they will also adopt unwilling attitudes at work, while lowering self-expectation makes employees lack the support they want within the organization, lacking a sense of belonging to the organization, which increases workplace loneliness. Under the guidance of high workplace loneliness, employees may be burned out. After a period of downturn, if they still cannot adapt to the current organization after evaluating the overall working environment, they may induce the tendency to leave and eventually leave. Therefore, the following assumptions are put forward: H2: workplace loneliness plays a negative regulating role in self-expectation and turnover tendency; H2a: workplace loneliness plays a negative regulating role in success expectation and turnover tendency; H2b: workplace loneliness plays a negative role in self-efficacy expectation and turnover tendency.

Schneider and Alderfer (1973) revised Maslow's "demand hierarchy theory" and put forward "Need Satisfaction Theory". This theory believes that the job satisfaction of employees depends on the degree of coordination between the work environment, job characteristics, and employee needs.

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It is considered that satisfaction depends on the individual's satisfaction with work or work environment that they believe is valuable. Satisfaction is not only related to the results that have been completed, but also to those that are expected to be completed or likely to be achieved.

2.3 Conceptual Framework

This study refers to the theory of expectation model proposed by Vroom (1994), taking self-expectation as the independent variable, combined with the model proposed by the turnover model, turnover tendency as the dependent variable, self-expectation as the independent variable, and workplace loneliness as the regulating variable, to construct the theoretical framework of this study. As shown in Figure 1.

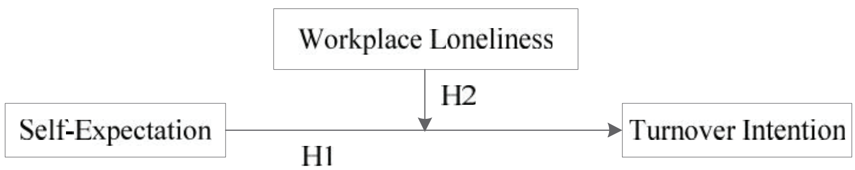

Figure 1 Conceptual Framework

3. Research Methodology

3.1 Research Design

Based on the nature of expectations, self-expectations are divided into self-efficacy expectations and result expectations (Hsu, Ju, Yen & Chang, 2007), self-expectations, and others' expectations (Jussim, Eccles & Madon, 1996), success expectations, and self-efficacy expectations (Bandura, 1977). According to the definition and measurement scale of Bandura (1977), the dimensions are divided into: success expectations and self-efficacy expectations, a total of 7 items. Success expectations are defined as an individual's expectation of success. Self-efficacy expectations are defined as the ability expectation of an individual to perform the behaviors required for success. The scoring method adopts Likert's five-point measurement scale. The higher the score, the higher the degree of self-expectation of the subject. The Cronbach's α value for self-expectation is 0.837. In the confirmatory factor analysis of self-expectation, $\chi^2 = 42.708$, $\chi^2/df = 3.285$, SRMR = 0.031, RMSEA = 0.073, GFI = 0.979, AGFI = 0.942, PGFI = 0.452, IFI = 0.979, CFI = 0.979, CFI = 0.979. The scale has convergence validity.

Workplace loneliness is divided into one-dimensional views (Russell, Peplau, & Cutrona, 1980), emotional loneliness and social loneliness (Weiss, 1987), emotional deprivation, and loss of organizational membership (Wright & Burt, 2006) according to the different attributes of loneliness. This paper refers to the LAWS measurement scale (Loneliness at Work Scale) (Wright & Burt, 2006). The dimensions are divided into: emotional deprivation and lack of identity of organizational members, a total of 16 items. The higher the score, the higher the degree of workplace loneliness. Cronbach's α value for workplace loneliness is 0.942. In the confirmatory factor analysis of workplace loneliness, $\chi^2 = 379.145$, $\chi^2/df = 3.681$, SRMR = 0.029, RMSEA = 0.079, GFI = 0.901, AGFI = 0.869, PGFI = 0.682, IFI = 0.947, CFI = 0.946, CFI = 0.946. The scale has convergence validity.

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3.2 Population and Sample

This study used the on-site distribution of paper questionnaires. The convenience sampling method was used to recover the questionnaire. Male for 53.3%, female for 46.7%; education is mainly concentrated in high school and below (34.5%) and undergraduate degree (30.6%), followed by professional degree (25.3%) and master's degree and above (9.7%). Age is mainly concentrated in 36-45 years (29.4%) old and 26-35 years old (28.0%), followed by 25 years old and below (20.7%) and 46 years old and above (21.8%); The number of working years is mainly from 11 years and more (47.6%) and 6-10 years (32.6%), followed by less than 1 year (12.4%) and 1-5 years (7.4%); Among the frequency of changing jobs, the number of people who have 5 or more times (39.1%) and 3-4 times (38.4%) is the largest, followed by 1-2 times (20.9%) and never changing once (1.6%); Construction and engineering (18.2%), publishing and advertising (19.8%), manufacturing, processing, and maintenance (16.1%), etc. are relatively large, followed by tourism and catering (9.2%), wholesale and retail (9.2%), IT The industry (10.6%) subjects, while the domestic service maintenance industry (4.4%), medical and health care industry (5.1%) and the enterprise industry (7.6%) had the fewest subjects.

3.3 Research Instruments

This paper adopts the Bluedorn (1980) and Porter, Steers and Mowday (1973) measurement scales, a total of 5 measurement items. The scoring method uses Likert's five-point measurement scale, the higher the score, the higher the degree of the turnover tendency of the subjects. Cronbach's α value for turnover intention is 0.887. In the confirmatory factor analysis of turnover intention, χ^2 = 20.758, χ^2/df = 4.152, SRMR = 0.031, RMSEA = 0.097, GFI = 0.976, AGFI = 0.926, PGFI = 0.525, IFI = 0.981, CFI = 0.981, CFI = 0.981. The scale has convergence validity.

3.4 Data Collection

Questionnaire survey: this study collected workplace loneliness, self-expectation, turnover intention and other relevant data through the questionnaire survey method to empirical this research model.

3.5 Statistics Used for Data Analysis

In this study, statistical software program, SPSS was used to conduct descriptive statistics and correlation analysis.

4. Data Analysis and Findings

4.1 Descriptive Statistics and Correlation Analysis of Variables

There was a significant negative correlation between self-expectation and turnover intention, as shown in Table 1(r = -.26, p < .05). Workplace loneliness and turnover intention showed a significant negative correlation (r = -.37, p < .05). The relationship between each variable was consistent with the direction of the hypothesis being studied, and subsequent regression analysis was performed to determine the influence relationship between variable.

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Table 1 Correlation Analysis

Variable	M	SD	SE	SSE	SEE	LW
SE	3.25	.75	-			
SSE	3.82	.59	.88**	-		
SEE	3.54	.57	.80**	.41**	-	
LW	3.53	.67	.84**	.81**	.58**	-
TI	3.21	.89	-.26**	-.29**	-.12*	-.37**

Notes: LW= Loneliness in the Workplace; TI=Turnover Intention; SE=Self-Expectations; SEE=self-Efficacy Expectations; SSE=Self-Success Expectations; $^{**}p<0.01$

4.2 Testing of Hypotheses

As shown in Table 2, in model M2, independent variable self-expectation was increased based on model M1, and the fitting degree of the model was 38.9%. In terms of regression coefficients, self-expectation had a significant negative effect on the dependent variable turnover tendency ($\beta = -.24$, $p < .05$). H1 was supported.

In model M3, based on model M1, the two dimensions of independent variable self-expectation, success expectation, and self-efficacy expectation were increased. The fitting degree of the model was 40.4%. In terms of regression coefficients, success expectation had a significant adverse effect on dependent variable turnover tendency ($\beta = -.27$, $p < .05$). Hypothesis H1a was supported. Self-efficacy expectations had no significant impact on dependent variable turnover intention ($\beta = -.01$, $p > 0.05$), and H1b was not supported.

In model M4, based on model M1, the main effect self-expectation and workplace loneliness were added. Model M5, based on model M4, increased the interaction term workplace loneliness × self-expectation. The fitting degree of model M5 was 48.7%. In terms of regression coefficients, the interaction term workplace loneliness × self-expectation had a significant negative impact on the dependent variable turnover intention ($\beta = -.21$, $p < .05$), and H2 was supported.

Basis on the model on the model M1 to increase the main effect success expectations, self-efficacy expectations, workplace loneliness. Model M7, based on model M6, increases interaction items workplace loneliness × success expectation and workplace loneliness×self-efficacy expectation. The model fit was 49.2%. In terms of regression coefficients, job title loneliness × success expectation had no significant influence on dependent variable turnover tendency ($\beta = .07$, $p > .05$), assuming that H2a is not supported. Job title loneliness × self-efficacy expectation had a significant negative impact on dependent variable turnover intention ($\beta = -.11$, $p < .05$), assuming that was supported.

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Table 2 Summary of Regression Analysis and Adjustment Effect Test

	Turnover Intention						
	M1	M2	M3	M4	M5	M6	M7
Gender	-.01	-.02	-.01	-.02	-.02	-.02	-.02
Educational	.06	.05	.06	.06	.06	.06	.06
Age	.11*	.08	.06	.10	.10	.09	.09
Working Life	-.07	-.10*	-.10*	-.09	-.09	-.09	-.11*
Work	-.02	-.01	.01	.02	.01	.02	.02
Profession	-.13*	-.08	-.08	-.03	-.03	-.03	-.03
SE		-.24***		-.20*	-.20*		-.07
SSE			-.27***			-.07	-.11*
SEE			-.01			-.14*	
LW				-.53***	-.33**	-.51***	-.48***
LW×SE					-.21*		
LW×SSE							.07
LW×SEE							-.11*
R^2	.33	.39	.40	.47	.49	.47	.49
A dj R^2	.32	.37	.39	.45	.47	.45	.47
F	2.49*	5.92***	6.20***	10.67***	9.46***	9.60***	8.02***

Notes: LW= Loneliness in the Workplace; TI=Turnover Intention; SE=Self-Expectations; SEE=Self-Efficacy Expectations; SSE=Self-Success Expectations; **p*<0.05; ***p*<0.01; ****p*<0.001

According to the above regression analysis, draw the adjustment effect diagram of workplace loneliness, as shown in the (a) diagram of figure 2, employees with higher workplace loneliness will increase the negative relationship between self-expectation and turnover tendency, which mean that employees with higher workplace loneliness will cause higher turnover tendency because of higher self-expectation. Low workplace loneliness can interfere with the negative relationship between self-expectation and turnover tendency.

As shown in Fig .2(b), employees with higher workplace loneliness will increase the negative relationship between self-efficacy expectation and turnover intentions. Low workplace loneliness can interfere with the negative relationship between self-efficacy expectation and turnover tendency.

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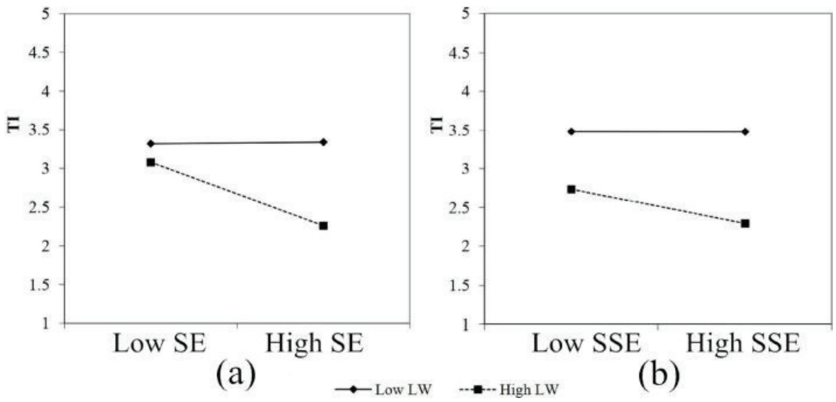

Figure 2 The Adjustment Effect of Loneliness in the Workplace

Notes: LW = Loneliness in the Workplace; TI=Turnover Intention; SE=Self-Expectations; SSE=Self-Success Expectations

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

Turnover intentions have always been the focus of human resources, behavioral sciences, and corporate organization research, and a hot topic in academic research. The turnover tendency is often considered to be the most direct factor influencing employee turnover. The best indicator of employee turnover is the turnover tendency (Griffeth, Hom, & Gaertner, 2000). This study aims to enrich the research related to the effect of self-expectation on employee turnover intention. At present, the blank area of the research results of this problem is relatively large, and there is insufficient and insufficient empirical research on the influence of self-expectation on employee turnover intentions. The literature for systematic analysis are relatively few. Simultaneously, the effect of self-expectation on employees' turnover intention is a hot issue in recent years. It has substantial theoretical value for studying the employees of labor-intensive enterprises.

For view of practical significance: on the one hand, the research of this paper can provide practical importance and role for the work of self-expectation on employees' turnover intention in the new period and new situation. The high turnover rate in China's service industry requires an in-depth discussion and analysis of the impact of self-expectation on employee turnover intentions. How to effectively and maximally reduce employee turnover intentions and ideas, and devote oneself to work for the job is an urgent problem to be paid attention to in this study. This paper attempts to take the employees of labor-intensive enterprises as an example and focus on the influence of self-expectation on the turnover intention of front-line employees of labor-intensive enterprises to supplement the relevant theories self-expectation and turnover intention.

This paper puts forward the following suggestions for enterprises : ① Enterprises need to help employees improve their self-realization, such as improving job design and providing sufficient positions for talent development space ; ② Adopt diversified incentive methods, through scientific and reasonable and targeted motivational job design, to ensure that their work content is rich and challenging, so that employees always retain their enthusiasm for work ; ③ Carry out resignation management to establish a talent reserve and provide more favorable opening conditions for

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employees who reenter the company after resignation, such as reducing the probation period or even canceling the probation period, directly signing a labor contract with a fixed period; ④ Providing employees with a full range of career development plans, such as fair promotion models and job opportunities.

From an employee's point of view, the long-term result is either to mature, adapt to the current environment, and gradually shift the mind to the work and career; or to be unable to bear the emotional indifference in the organization, there is little contact between people, and decide to end such a job to another work-life situation to continue to grow.

5.2 Discussion

The purpose of this study is to explore the influence of employee self-expectation on turnover tendency, and analyze the moderating role of employees' workplace loneliness in the above relationship. This study found that self-expectation has a significant negative effect on turnover intentions, similar to the results of scholars such as Le, Yao and Ma (2008), Ma (2017), and Lu (2014). Lu (2014) found that the higher the self-efficacy expectation of knowledge workers, the more negative predicting turnover tendency. This paper investigates employees in labor-intensive industries, which further makes up for lu xiao (2014)'s research that employees in labor-intensive industries have expectations of self-efficacy and predict the behavior of turnover intention.

This study found that workplace loneliness negatively regulates the relationship between self-expectation and turnover tendency, consistent with the research hypothesis H2: Workplace loneliness plays a negative regulatory role in self-expectation and turnover tendency. Job title loneliness × success expectations have no significant impact on the dependent variable turnover tendency. It does not meet the research hypothesis H2a. Job title loneliness × self-efficacy expectation had a significant negative influence on the dependent variable turnover tendency, and in accordance with the research hypothesis H2b: Workplace loneliness played a negative role in the self-expectation dimension and turnover tendency. It is similar to the research results of scholars such as Ozcelik and Barsade (2011) and other scholars.

The sense of loneliness in the workplace stems from the employee's lack of belonging in the organization. As long as there is a person in the organization who can trust and communicate candidly, the employee will not feel lonely at work. Employees are satisfied at the emotional level, they also enhance the identity of the members of the organization and weaken their sense of loneliness in the workplace. Under the guidance of loneliness in the workplace, employees are motivated to work in the organization and identify with their values, to achieve mutual benefits and win-win effect. Employees also pay more and more attention to emotional satisfaction when choosing a job, just like "mate selection ", and they will also adopt a non-competent attitude at work, while the lower self-expectation makes employees lack the desired internal support of the organization. But the lack of a sense of belonging to the organization further increases the feeling of loneliness in the workplace. If employees still cannot adapt to the current organization after evaluating the overall working environment, they may induce a turnover tendency and eventually leave.

5.3 Recommendation

This study also has the following limitations: 1. Limited to resources, the sampling in this study is limited to labor-intensive traditional service industry workers in shanghai, China. Future research can expand the sampling area to increase the scope of inference of the results. 2. In addition

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to the research variables, the topic of this study is new. But it is also the nature of initial exploration. Future research can continue to collect empirical literature, or add other explanatory variables that affect employee self-expectation, workplace loneliness, and turnover intention basis on appropriate theory. 3. Qualitative research, this data of the preliminary statistical analysis of this study, the deep meaning behind it, which can be conducted in the future qualitative interviews. The interview data elaborated in detail: labor-intensive traditional industry employees' self-expectation, workplace loneliness, and turnover tendency have significant deep reasons, or clarify some doubts about the results of quantitative analysis.

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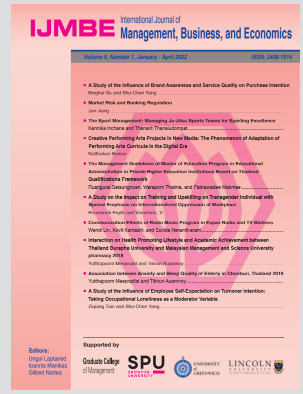

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