



SSRU.

THE SEMINAR ON
QUALITATIVE
RESEARCH DESIGN FOR DISSERTATION &
PUBLICATION IN INTERNATIONAL JOURNALS

Speaker by
Assoc.Prof.Dr. PHUSIT PHUKAMCHANOAD



Lecture room | August 7, 2024

A QUALITATIVE RESEARCH DESIGN

for PHD Dissertation

Lecture room | August 7, 2024

The Seminar on
Qualitative Research Design for
Dissertation and Publication in
International Journals



DR.
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MODERATOR

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SUAN SUNANDHA RAJBABHT UNIVERSITY.

DOCTOR OF PHILOSOPHY PROGRAM IN PUBLIC INNOVATION MANAGEMENT

FACULTY OF LIBERAL ARTS

7TH AUGUST, 2024



16.00 - 18.30 P.M.



COWORKING SPACE 1708,
FACULTY OF LIBERAL ARTS,
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI (RMUTT)

INTRODUCTION



WHAT IS QUALITATIVE RESEARCH?

Background: participant observation

Franz Uri Boas (July 9, 1858 – December 21, 1942) encouraged the "four-field" concept of anthropology; he personally contributed to physical anthropology, linguistics, archaeology, as well as cultural anthropology.[1] he established the contextualist approach to culture, cultural relativism, and the participant observation method of fieldwork. Famous as the 'the anthropological concepts of culture and cultural relativism'. He is the founding father of American anthropology. [2]

Background: Field Diary

A Diary in the Strict Sense of the Term is a collection of the private diaries of the prominent anthropologist Bronisław Malinowski during his fieldwork in New Guinea and the Trobriand Islands between 1914–1915 and 1917–1918.[3] ..it is "backstage masterpiece of anthropology" ... [4]

QUALITATIVE RESEARCH APPROACHES

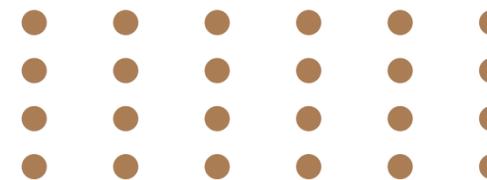
DESIGN

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QUALITATIVE DATA COLLECTION METHODS

RESULT

COMMUNICATE RESULTS



[1] Moore D. Jerry. (2011). "An Introduction to Anthropological Theories and Theorists". Rawat Publications, Jaipur.

[2] Chakraborty, P. (2018). Franz Boas: A short Biographical Sketch. Scholars Journal of Arts, Humanities and Social Sciences, 6(4): 823-827. DOI: 10.36347/sjahss.2018.v06i04.006

[3] Wayne, Helena (1985). "Bronislaw Malinowski: The Influence of Various Women on His Life and Works". American Ethnologist. 12 (3): 529-540. doi:10.1525/ae.1985.12.3.02a00090

[4] Geertz, Clifford (1988). Works and Lives: The Anthropologist as Author. Stanford: Stanford University Press.

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WHAT IS QUALITATIVE RESEARCH?

Qualitative research is a type of research that explores and provides deeper insights into real-world problems.^[5] Qualitative research gathers participants' experiences, perceptions, and behavior.^[6] Qualitative research is one of the methods in social science research. A main purpose of the method is to describe relationships between people and societies.^[7] Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations.^[8] Qualitative research is a type of research that aims to gather and analyse non-numerical (descriptive) data in order to gain an understanding of individuals' social reality, including understanding their attitudes, beliefs, and motivation.^[9] The primary purpose of conducting qualitative research is to understand the individual's thoughts, feelings, opinions, and reasons behind these emotions.^[10] Qualitative research is concerned with feelings, ideas, or experiences.^[11]



[5] Moser A, Korstjens I. (2017). Series: Practical guidance to qualitative research. Part 1: Introduction. Eur J Gen Pract. 23(1):271-273. [[PMC free article](#)] [[PubMed](#)]

[6] Tenny S, Brannan JM, Brannan GD. Qualitative Study. [Updated 2022 Sep 18]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2024 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK470395/>

[7] Sawangdee, Y. & Wongsachue, T. (2003). Techniques of Data gathering Procedures in Qualitative Research. Journal of Research Methodology, 16(3), 511-524. https://portal.edu.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf_337

[8] FAMILY HEALTH INTERNATIONAL. (2016). Qualitative Research Methods Overview. <https://course.ccs.neu.edu/is4800sp12/resources/qualmethods.pdf>

[9] wikipedia (2024). Qualitative research. https://en.wikipedia.org/wiki/Qualitative_research

[10] proprofssurvey. (2024). Qualitative Research Methods: Types, Examples, and Analysis. <https://www.proprofssurvey.com/blog/qualitative-research/>

[11] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. <https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf>

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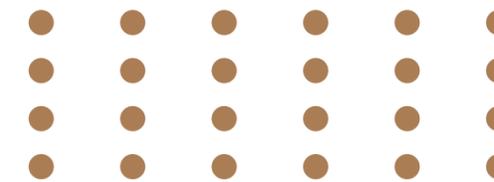
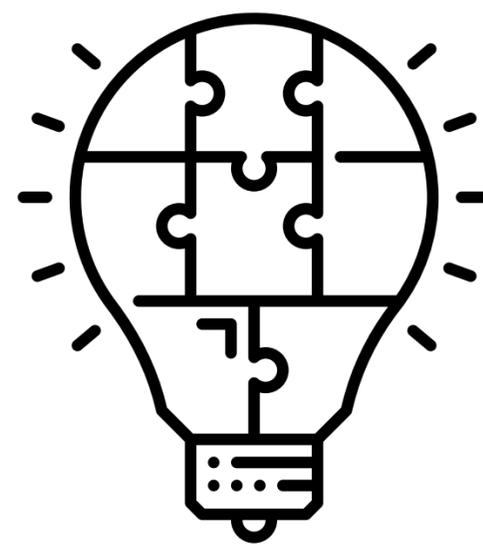
RESULTS

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IN SUMMARY,

...A QUALITATIVE RESEARCH IS A DESCRIPTION OF THE RELATIONSHIP BETWEEN PEOPLE AND SOCIETY, INSIGHTS INTO REAL-WORLD PROBLEMS, SOCIAL CONTEXT, UNDERSTANDING OF CULTURAL ANTHROPOLOGY, BEHAVIOR, FEELING, EXPERIENCE, PERCEPTION, IDEAS, ATTITUDE, OPINION, UNDERSTANDING BELIEFS, AND MOTIVATION...



INTRODUCTION

APPROACHES TO INQUIRY

The use of nonquantitative material as empirical data has been growing in many areas of the social sciences, including learning sciences, development psychology, cultural psychology, several philosophical and psychological traditions have influenced investigators' approaches to qualitative research, including phenomenology, social constructionism, symbolic interactionism, and positivism. [12][13][14][15] including; Ethnography; [Ethnography as a research design originates in social and cultural anthropology and involves the researcher being directly immersed in the participant's environment.] [16] Grounded Theory; [Grounded Theory is the "generation of a theoretical model through the experience of observing a study population and developing a comparative analysis of their speech and behavior."][17] Formulating theories based on fundamental data. Phenomenology; [Phenomenology is the "study of the meaning of phenomena or the study of the particular."][18] At its core, phenomenology looks to investigate experiences from the individual's perspective. [19] Research paradigms are the assumptions, norms, and standards underpinning different research approaches. Essentially, research paradigms are the "worldviews" that inform research. [20] ..Deductive Approach [Establish a theory, then look for data to back it up.] Inductive Approach [Begin with data, events, and factual information; then, look for the truth to support it.]

QUALITATIVE RESEARCH APPROACHES



DESIGN



METHODOLOGY

QUALITATIVE DATA COLLECTION METHODS

ACTION AND NARRATIVE RESEARCH (DESCRIPTIVE APPROACH)



[12] Packer, Martin (2010). The Science of Qualitative Research. Cambridge: Cambridge University Press. doi:10.1017/cbo9780511779947

[13] Creswell, John (2006). Qualitative Inquiry and Research Design: Choosing among Five Approaches. Sage.

[14] Creswell, John (2008). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage.

[15] https://en.wikipedia.org/wiki/Qualitative_research

[16][19] Cleland JA. (2017). The qualitative orientation in medical education research. Korean J Med Educ, (2):61-71. [PMC free article]

[17][18] Huston P, Rowan M. (1998). Qualitative studies. Their role in medical research. Can Fam Physician, 44:2453-8. [PMC free article]

[20] Devers KJ. (1999). How will we know "good" qualitative research when we see it? Beginning the dialogue in health services research. Health Serv Res. Dec;34(5 Pt 2):1153-88. [PMC free article]

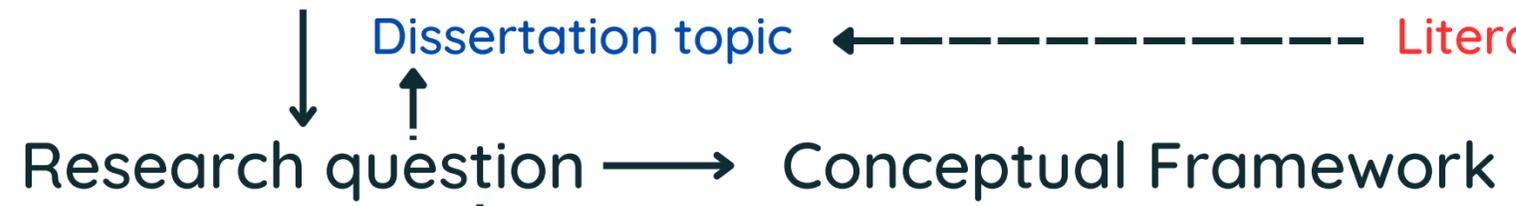
INTRODUCTION

Theory [Positivism/Phenomenology]+ Social Phenomenon/Problems [21,22,23]

QUALITATIVE RESEARCH APPROACHES

IDEAS

[Background knowledge]



Research Objectives

Examine/Investigate/Effect/Impact /Consequent/Explore

2-3 objectives

METHODOLOGY

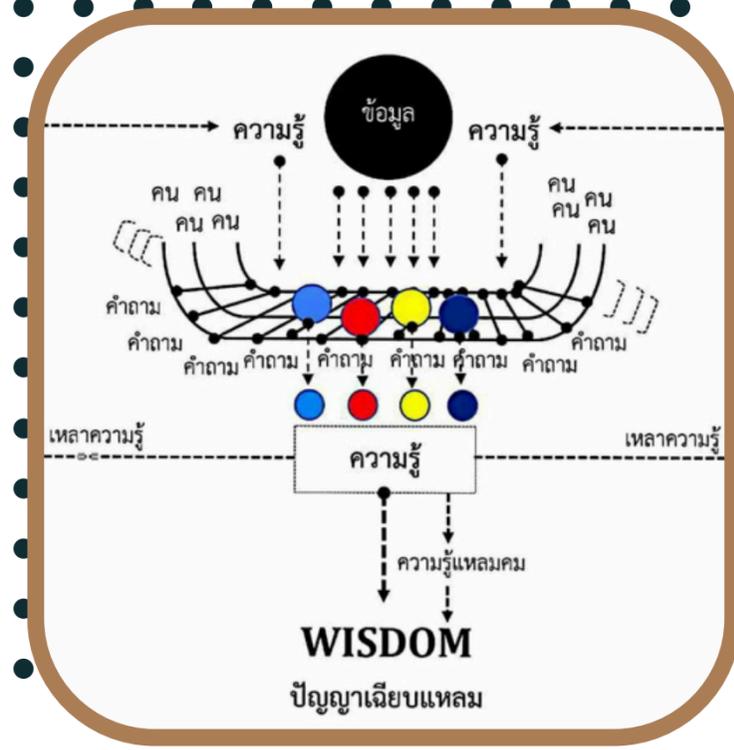
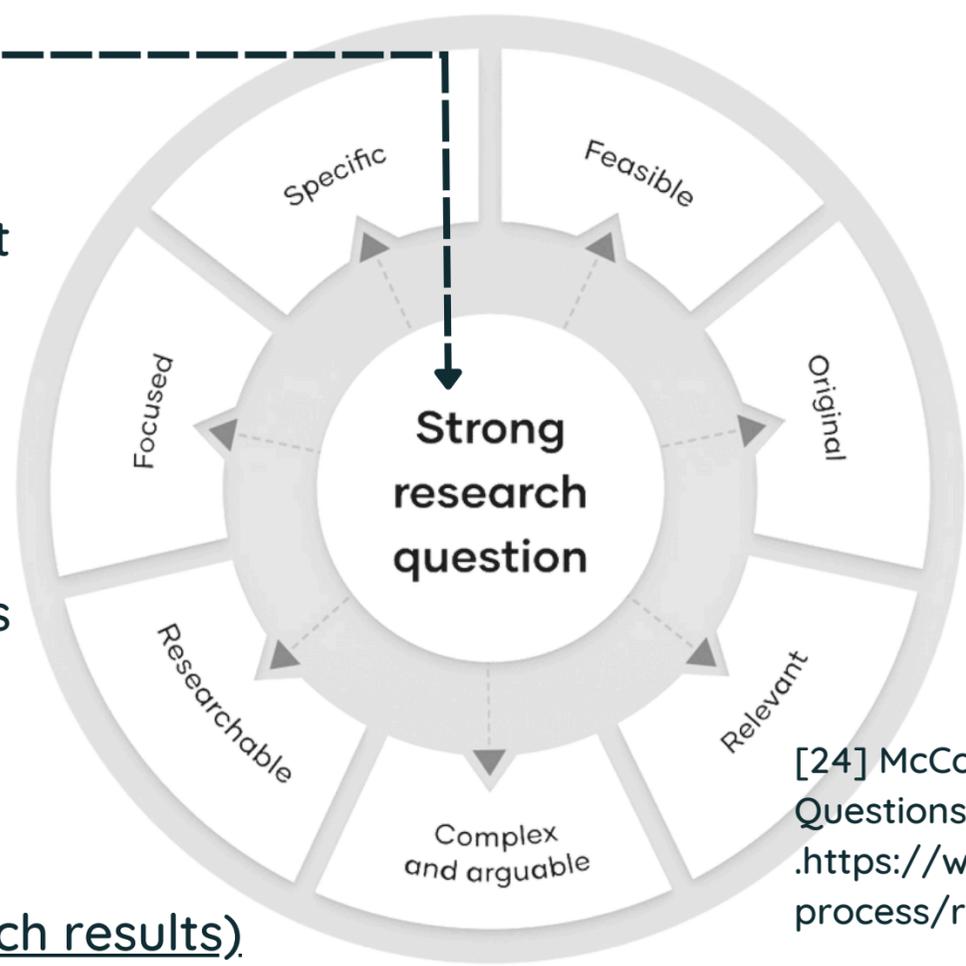
Qualitative Data Collection Methods (Analysis-Discriptive-Validity)

(Summary of research results)

RESULTS → **CONCLUSION** → **DISCUSSION**

(Objective or Purpose-Validity)

(interpretation of the study's results in the context of existing knowledge in the field)



[24] McCombes, S. (2022). Writing Strong Research Questions | Criteria & Examples. <https://www.scribbr.com/research-process/research-questions/>

DESIGN

METHODOLOGY QUALITATIVE DATA COLLECTION METHODS

RESULTS COMMUNICATE RESULTS

[21] Sawangdee, Y. & Wongsachue, T. (2003). Techniques of Data gathering Procedures in Qualitative Research. Journal of Research Methodology, 16(3), 511-524. https://portal.edu.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf_337

[22] Chantani, M. (2022). Qualitative Research Model. Journal of Academic and Social Science Innovation, 4(1), 233-245. <https://so07.tci-thaijo.org/index.php/JAIS/article/download/1682/1288/8542>

[23] Phukamchanoad, P., Pungnirund, B., & Paisan, K. (2019). Antecedents Affecting the Quality of Life of Families Residing in the Sufficiency Economy Philosophy Model Villages. Research and Development Journal Suan Sunandha Rajabhat University, 11(2). DOI: <https://doi.org/10.53848/irdssru.v11i2.233351>

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Table 1: Qualitative research approaches in summary

Approach	What does it involve?
Grounded theory	Researchers gather extensive data on a chosen subject and then develop theories deductively.
Ethnography	To comprehend the cultures of groups or organizations, researchers immerse themselves in them.
Action research	To promote social change, researchers and participants work together to connect theory to practice.
Phenomenological research	In order to better understand a phenomenon or event, researchers describe and analyze participant experiences.
Narrative research	In order to better understand how participants interpret and make sense of their experiences, researchers look at how stories are told.

[25] [30] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. [.https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf](https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf)

TECHNIQUES OF DATA GATHERING PROCEDURES

Methods and data gathering procedures in this approach have 4 types: [28]

- (1) participation and observation
- (2) small group discussion
- (3) focus group discussion
- (4) in-depth interview

Qualitative Research Methods Overview:[29]

- Participant Observation
- In-Depth Interviews
- Focus Groups
- Data Documentation and Management

Qualitative Data Collection Methods:[30]

- Observation
- Interviews
- Focus Groups
- Surveys

Qualitative research design typically involves gathering data through methods such as interviews, observations, focus groups, and analysis of documents or artifacts. These methods allow researchers to collect detailed, descriptive information about participants' perspectives, experiences, and contexts. [26]

Key characteristics of qualitative research design include:[27]

- Exploratory nature
- Contextual understanding
- Subjectivity and reflexivity
- Small and purposive sampling
- In-depth data collection
- Iterative data analysis

[26] [27] Jain, N. (2023). What is Qualitative Research Design? Definition, Types, Methods and Best Practices. <https://ideascale.com/blog/qualitative-research-design/>

[28] Sawangdee, Y. & Wongsachue, T. (2003). Techniques of Data gathering Procedures in Qualitative Research. Journal of Research Methodology, 16(3), 511-524. https://portal.education.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf_337

[29] FAMILY HEALTH INTERNATIONAL. (2016). Qualitative Research Methods Overview. <https://course.ccs.neu.edu/is4800sp12/resources/qualmethods.pdf>

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TYPES OF QUALITATIVE RESEARCH DESIGN

[1] Phenomenological Research; This design aims to understand the essence and meaning of human experiences related to a particular phenomenon. [in-depth interviews and observations]

[2] Ethnographic Research; Ethnography involves studying and understanding the culture, beliefs, practices, and social interactions of a specific group or community. [observation, interviews, and document analysis]

[3] Grounded Theory; Grounded theory is an approach where researchers aim to develop theories or conceptual frameworks grounded in the data. [explains the phenomenon under investigation]

[4] Case Study; Case study research involves an in-depth examination of a single individual, group, organization, or specific context. [interviews, observations, and documents]

[5] Narrative Research; Narrative research focuses on understanding and analyzing the stories and personal narratives shared by individuals. [examine the structure, content, and context of these narratives]

[6] Participatory Action Research (PAR); PAR is a collaborative approach that involves researchers working closely with participants or communities to identify and address social issues or problems. [to empower participants and generate actionable knowledge through a cyclical process of reflection, action, and change.]

[7] Constructivist/Interpretive Research; This design emphasizes the importance of understanding multiple subjective realities and interpretations of social phenomena. [interviews, focus groups, or textual analysis to uncover the complexities of individuals' interpretations]. [31]

Qualitative Research Design Process:

9 Key Steps [32]



1. IDENTIFY THE RESEARCH QUESTION

the question is specific, focused, and relevant to field of study

2. DETERMINE THE RESEARCH APPROACH

phenomenology, ethnography, and grounded theory

3. DEVELOP A RESEARCH PLAN

Outlines the steps, procedures, and timeline for study

4. SELECT PARTICIPANTS

demographics, expertise, experiences, or specific characteristics relevant to study

5. COLLECT DATA

interviews, observations, focus groups, or Triangulation

6. ANALYZE DATA

interpretation, Content analysis, Thematic analysis, Textual analysis, Document analysis and Discourse analysis [33]

7. INTERPRET FINDINGS → 8. DRAW CONCLUSIONS AND GENERATE INSIGHTS

Reflect on the implications and significance of your findings for theory, practice, or future research

9. COMMUNICATE RESULTS

Prepare a report or manuscript to communicate your research findings.

[31] [32] Jain, N. (2023). What is Qualitative Research Design? Definition, Types, Methods and Best Practices. <https://ideascale.com/blog/qualitative-research-design/>
[33] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. <https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf>

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TYPES OF QUALITATIVE RESEARCH DESIGN

6. ANALYZE DATA

interpretation, Content analysis, Thematic analysis, Textual analysis, Document analysis and Discourse analysis [34]

Table 2: Qualitative data analysis approaches

Approach	When to use	Example
Content analysis	To define and classify typical terms, expressions, and concepts in qualitative data.	To determine the language used in descriptions of therapeutic apps, a market researcher could conduct a content analysis.
Thematic analysis	To locate, recognize, and interpret themes and patterns in qualitative data.	To investigate how tourism affects self-identity, a psychologist may use thematic analysis of travel blogs.
Textual analysis	To analyze the composition, organization, and design of texts.	To comprehend how celebrity news coverage has changed over the past ten years, a media researcher could use textual analysis.
Discourse analysis	To research communication and how language functions in different contexts to produce different effects.	Discourse analysis could be used by a political scientist to investigate how candidates build support during campaigns.

[34] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. <https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf>

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LIMITATIONS OF QUALITATIVE RESEARCH [35]

- Research quality is heavily dependent on the individual skills of the researcher and more easily influenced by the researcher's personal biases and idiosyncrasies.
- Rigor is more difficult to maintain, assess, and demonstrate.
- The volume of data makes analysis and interpretation time consuming.
- It is sometimes not as well understood and accepted as quantitative research within the scientific community
- The researcher's presence during data gathering, which is often unavoidable in qualitative research, can affect the subjects' responses.
- Issues of anonymity and confidentiality can present problems when presenting findings
- Findings can be more difficult and time consuming to characterize in a visual way.

LIMITATIONS OF DATA COLLECTION [36]

- The researcher's personal biases
- Time for data collection
- Behavior in the expression of people in the community
- The phenomenon event cannot be determined

[35] Anderson C. Presenting and evaluating qualitative research. Am J Pharm Educ. 2010 Oct 11;74(8):141. doi: 10.5688/aj7408141. PMID: 21179252; PMCID: PMC2987281.

[36] Sawangdee, Y. & Wongsachue, T. (2003). Techniques of Data gathering Procedures in Qualitative Research. Journal of Research Methodology, 16(3), 511-524.

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HOW TO WRITE A RESULTS SECTION?

Reporting qualitative research results [37]

Structure your results section around key themes or topics that emerged from your analysis of the data. For each theme, start with general observations about what the data showed. You can mention:

- Recurring points of agreement or disagreement
- Patterns and trends
- Particularly significant snippets from individual responses

Next, clarify and support these points with direct quotations.

...Your results section should objectively report your findings, presenting only brief observations in relation to each question, hypothesis, or theme. Detailed interpretation of your results is more suitable for your discussion section, while synthesis of your results into an overall answer to your main research question is best left for your conclusion.

- I have completed my data collection and analyzed the results.
- I have included all results that are relevant to my research questions.
- I have concisely and objectively reported each result, including relevant descriptive statistics and inferential statistics.
- I have stated whether each hypothesis was supported or refuted.
- I have used tables and figures to illustrate my results where appropriate.
- All tables and figures are correctly labelled and referred to in the text.
- There is no subjective interpretation or speculation on the meaning of the results.

CHECKLIST: RESEARCH RESULTS



PUBLICATION IN INTERNATIONAL JOURNALS



for PHD Dissertation



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ASSOC. PROF. DR.
PHUSIT PHUKAMCHANOD
SPEAKER

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DEPARTMENT OF SOCIAL AND CULTURAL DEVELOPMENT
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GUIDELINE FOR AUTHOR

SOCIAL SCIENCE JOURNALS

Manuscript [38]

- Title name
- Abstract
- Keywords
- Introduction
- Literature review
- Methodology
- Results
- Discussion
- Conclusion and Recommendation
- Conflict of Interest statement
- Funding statement (if any)
- Acknowledgments (if any)
- References
- Tables/Figures + legends (if any)

The following areas are covered in the Journal [39]

- Agricultural Development
- Business
- Economics
- Education
- Humanities
- Human and Community Resource Development
- Political Sciences
- Psychology
- Sociology and Anthropology
- Other areas in Social Sciences

All manuscripts must be consistent with the Journal's manuscript preparation requirements.



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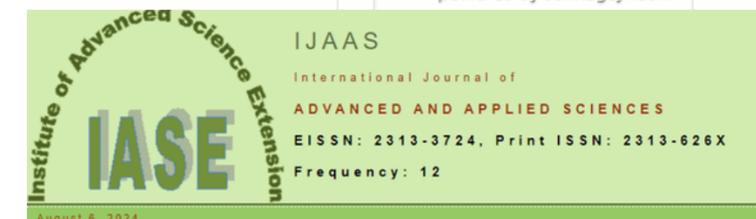


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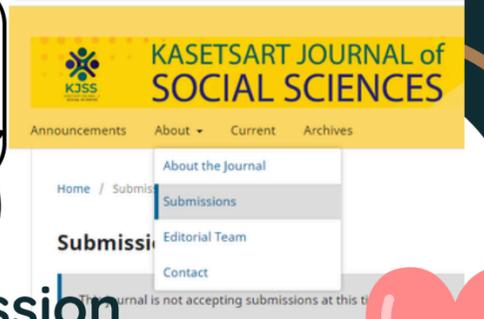
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[38][39] Kasetsart Journal of Social Sciences. (2024). Guideline for Author. https://kasetsartjournal.ku.ac.th/journalfiles/KJSS_00_Guideline%20for%20Author_KJSS.pdf

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KEYS FOR SUCCESS IN PUBLISHING INTERNATIONAL JOURNALS [LEARN FROM REAL-LIFE EXPERIENCES]



Don't be afraid of rejection.

FILL OUT THE INITIAL RESEARCH REPORT COMPLETELY



[40]

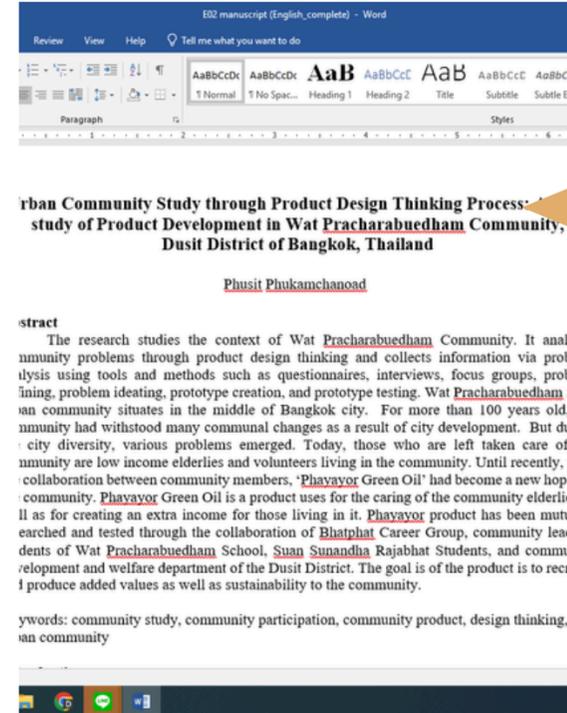


คุณณัฐชาชาติและสิงหนมาตร์ วัฒนสงครามบัณฑิต รองศาสตราจารย์ ดร.ณัฐกร ภูักำชนะ: ได้รับตีพิมพ์ในวารสาร Kasetart Journal of Social Sciences, Vol. 44 (2023), Issue 1, Pages 61-72 , ฐานข้อมูล SCOPUS Q2

<https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>

FIRST KEY [Thai or Chinese language]

- Title name
- Abstract
- Keywords
- Introduction
- Literature review
- Methodology
- Results
- Discussion
- Conclusion and Recommendation
- References



SECOND KEY
The Manuscript must be written in English.

English Language only!

THIRD KEY



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Searching for journals in the scopus

FOURTH KEY



Visit the journal's website and search for Guideline.

Submission

FIFTH KEY

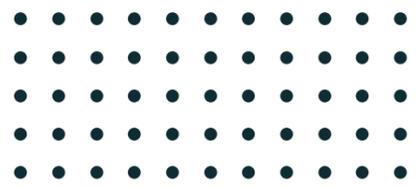


Manuscript submission

Turnitin

[40] Phukamchanoad, P. (2023). Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand. Kasetart Journal of Social Sciences, 44(1), 61-72. Retrieved from <https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>

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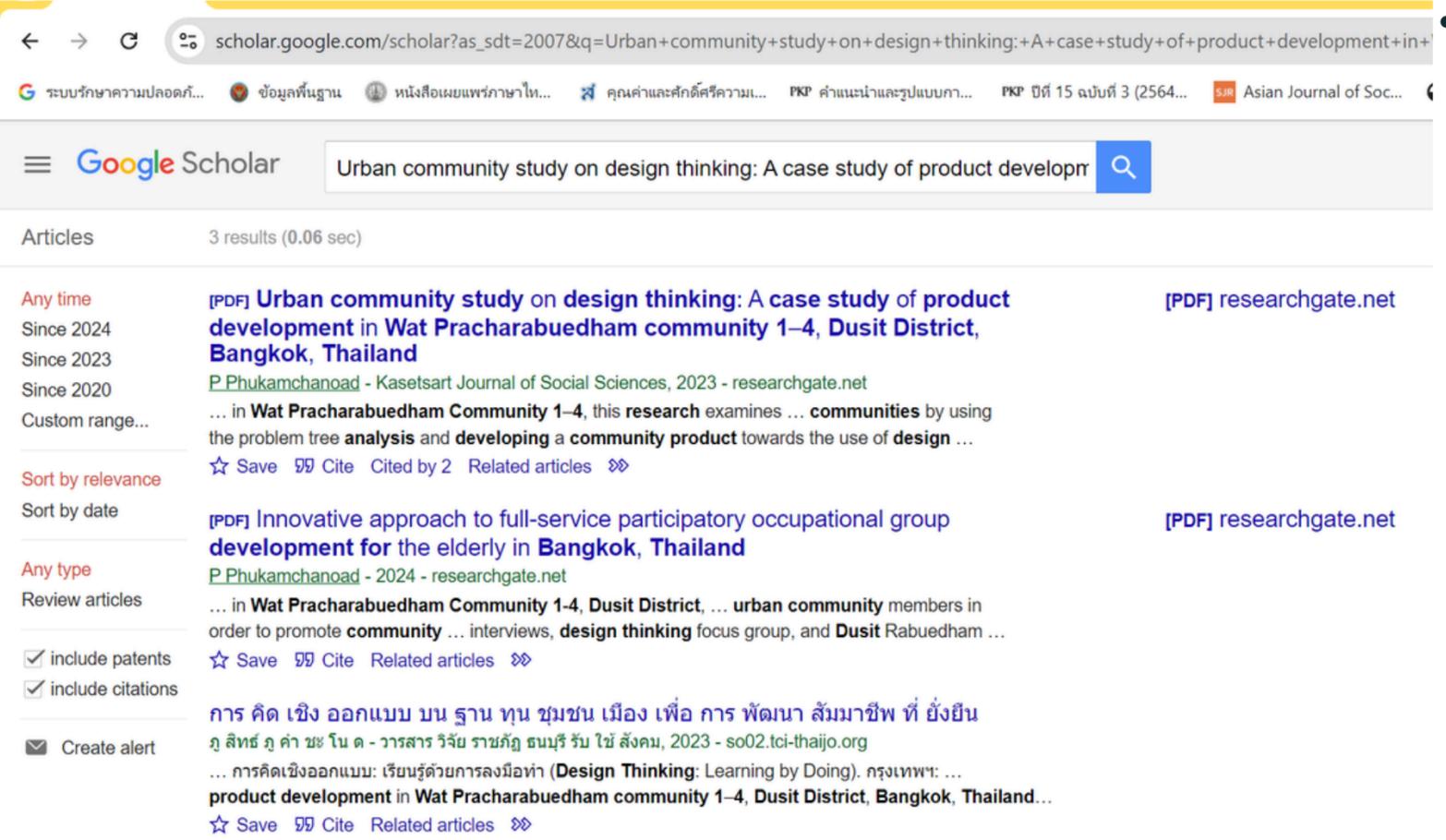
IMPORTANT POINTS OF SUCCESS

Q **TITLE NAME** X

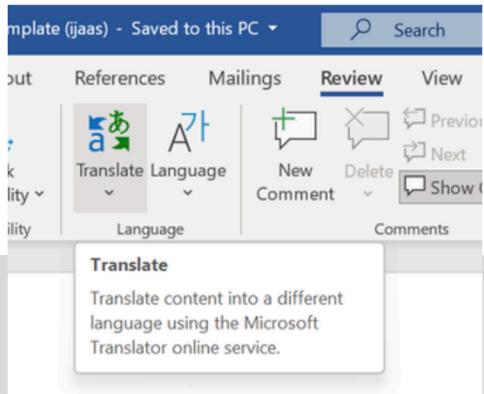
Is an editor's first judgment to accept or reject anything for publication in their journal based mostly on the title?

The title is without doubt the part of a paper that is read the most, and it is usually read first. A good title contains the main idea or ideas of your study and/or purpose of your research paper. [41]

- If the title is too long, unnecessary words must be eliminated.
- Choose academic words that are well-known worldwide rather than local words.



We can use the QuillBot AI program to change the research title for a variety of purposes.



[41] Sacred Heart University Library. (2024). Organizing Academic Research Papers: Choosing a Title. <https://library.sacredheart.edu/c.php?g=29803&p=185911#:~:text=The%20title%20summarizes%20the%20main,it%20is%20usually%20read%20first.>

[42] <https://scholar.google.com/>

[43] <https://quillbot.com/> and <https://chatgpt.com/>

The research explored the problems within Wat Pracharabuedham Community 1–4, the urban communities located in the center of Bangkok, towards the application of design thinking. The primary data were collected by the use of questionnaires, interviews, and focus group discussions. The data were used for identifying problems, brainstorming, and developing a prototype for practical product development. For more than 100 years, the communities experienced many communal changes as a result of city development. Due to the diversities in the city, various problems emerged. Those who had been neglected in the communities were low-income older people and volunteers living there. More recently, with the collaboration among community members, 'Phayayor Green Oil' became a new hope of the community. Phayayor Green Oil is product used for healing the communities' elderly, but it could be used for generating extra community income as well. The product had been mutually studied and tested by the Bhatphat Career Group, the community leaders, students of Wat Pracharabuedham School, Suan Sunandha Rajabhat University students, and officers from the department of community development and welfare of the Dusit District Office. The product not only added value to the communities but also promoted their sustainability.

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ABSTRACT

An abstract summarizes, usually in one paragraph of 300 words or less; 250 words [45], the major aspects of the entire paper in a prescribed sequence that includes: 1) the overall purpose of the study and the research problem(s) you investigated; 2) the basic design of the study; 3) major findings or trends found as a result of your analysis; and, 4) a brief summary of your interpretations and conclusions.[46]

[44]

Structure of the article

- **Title:** Only the first letter of the first word must be capitalized.
- **Abstract:** 300 words maximum;
- **Keywords:** At least three and not more than six, but not included in the title;
- **Introduction:** The Introduction should indicate the purpose of the research and briefly review the literature.
- **Material and Methods:** This section should follow the Introduction and provide sufficient information to allow repetition of the experimental work.
- **Results:** This section should describe the outcome of the study. Data should be presented as concisely as possible and, if any, in the form of tables and figures, although very large tables should be avoided.
- **Discussion:** The discussion should be an interpretation of the results and their meaning with reference to other authors' work.

Note: Results may be accompanied by discussion in the same section or separately.

[44] Multidisciplinary Science Journal. (2024). Guide for Authors. <https://malque.pub/ojs/index.php/msj/guide>

[45] Kasetsart Journal of Social Sciences. (2024). Guideline for Author. https://kasetartjournal.ku.ac.th/journalfiles/KJSS_00_Guideline%20for%20Author_KJSS.pdf

[46] Sacred Heart University Library. (2024). Organizing Academic Research Papers: 3. The Abstract. <https://library.sacredheart.edu/c.php?g=29803&p=185914>

[47] Phukamchanoad, P. (2023). Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand. *Kasetsart Journal of Social Sciences*, 44(1), 61–72. Retrieved from <https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>



KEYWORDS



⚙️ KEYWORDS MUST REFER TO THE FULL RESEARCH.

Note “Keywords:” as the heading and 3–5 keywords are allowed.^[49]

[48]

2. Elements of a paper

The basic elements of a paper are listed below in the order in which they should appear:

- The title of paper
- Authors' names and affiliations
- Abstract
- **Keywords**
- Introduction
- The main body of paper (including figures and tables)
- Results and discussions
- Conclusions
- Acknowledgments (Optional)
- List of symbols (Optional)
- References
- Appendices (Optional)

Keywords:
 Occupational groups
 Elderly population
 Urban communities
 H-T-S ecosystem
 Phaya Yor Green Oil

Contents lists available at [Science-Gate](http://www.science-gate.com/IJAAS.html)
 International Journal of Advanced and Applied Sciences
 Journal homepage: <http://www.science-gate.com/IJAAS.html>

Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand [50]
 Phusit Phukamchanoad*
 Department of Social and Cultural Development Management, Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University, Dusit, Bangkok, Thailand

ARTICLE INFO
 Article history:
 Received 29 February 2024
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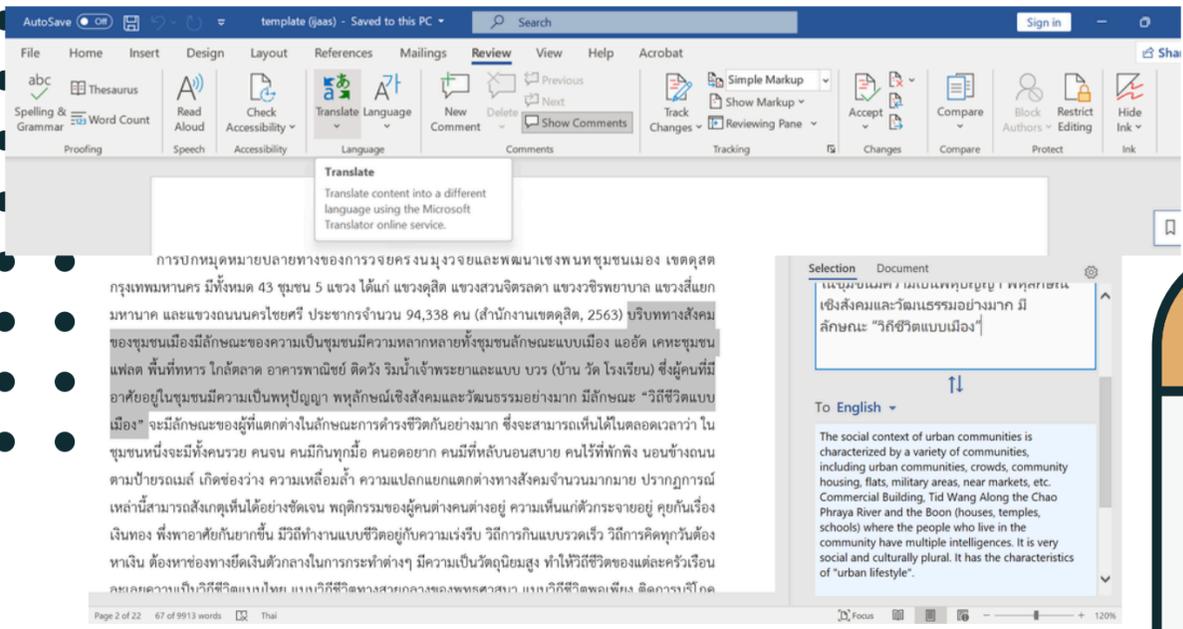
ABSTRACT
 This research aims to investigate an innovative approach to comprehensive participatory occupational group development for the elderly in Wat Pracharabuedham Community 1-4. The goal is to reduce inequality in urban communities. The study used participatory action research (PAR) and community-based research (CBR) methods to collect data. The study included 77 participants: 19 public health volunteers, 20 elderly individuals, 5 community leaders, 10 teachers and students, 3 officials from the Dusit District Community Development and Social Welfare Department in Bangkok, and 20 lecturers and students from Suan Sunandha Rajabhat University. The research findings identified the key components of urban communities as households, temples, and schools, referred to as the "H-T-S Ecosystem." In this urban setting, working adults leave early and return late from work. During the day, grandparents managed household chores, cared for children, and monitored the community. However, the elderly did not want to burden their children and wished to contribute additional income to their families and communities. Despite this, they lacked the knowledge to develop community products. To address this issue, the research introduced a full-service herbal product called "Phaya Yor Green Oil." This product enabled the elderly to support themselves without government assistance, leading to improved urban quality of life and increased community income through self-sufficiency.

© 2024 The Authors. Published by IASE. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

[48] International Journal of ADVANCED AND APPLIED SCIENCES. (2024). Guide for Authors. <https://www.science-gate.com/IJAAS/GuideForAuthors.html>

[49] Kasetsart Journal of Social Sciences. (2024). Guideline for Author. https://kasetartjournal.ku.ac.th/journalfiles/KJSS_00_Guideline%20for%20Author_KJSS.pdf

[50] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. International Journal of Advanced and Applied Sciences, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>



- The Introduction should indicate the purpose of the research and briefly review the literature. [53]

INTRODUCTION

1. Introduction [52]

Wat Pracharabuedham Community 1-4 experienced significant urbanization after the construction of Rama V Road and Wat Pracharabuedham Bridge. This new infrastructure offered easy access to the communities and linked them to various external routes, notably Rama V Road and Samsen Road. The integration of households, temples, and schools, known as the "H-T-S Ecosystem," became the central lifestyle in the communities (Kuddus et al., 2020).

This ecosystem served as the basis for community strength and development. Due to the dynamic changes caused by urbanization, the communities were divided into 4 smaller communities under the same title (Shi et al., 2022).

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 Corresponding author's ORCID profile:
<https://orcid.org/0000-0003-0705-221X>
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In terms of socio-economic characteristics, the areas had been rapidly expanding into large-sized communities (Salem and Tsurusaki, 2024). The community population sharply grew alongside the increase in job varieties. New careers had been available both inside and outside the communities. Some local people became small business owners or local merchants within the community areas, while many other locals worked outside the communities, for example, public servants and private company employees. At the very beginning, the local people had not established an occupational group (Phukamchanoad, 2023).

Nonetheless, in 2011, the Wat Pracharabuedham Foot Massage Occupational Group was founded with the support from the Department of Social Academic Services, Institute for Research and Development, Suan Sunandha Rajabhat University (Phukamchanoad and Khudthipong, 2011). It was the first-ever occupational group established in the communities. The local people learned foot massage science from the College of Allied Health Sciences, Suan Sunandha Rajabhat University. They also learned how to keep household accounts from the

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- The guiding ideas and rationale are stated in the introduction. Background information on the topic under investigation.
- Give a general overview of the issue or study subject. direct influence on the study question, objectives and identify other research questions that require further investigation.

[51]

Importance of a Good Introduction. Think of the introduction as a mental road map that must answer for the reader these four questions:

- What was I studying?
- Why was this topic important to investigate?
- What did we know about this topic before I did this study?
- How will this study advance our knowledge?

[51] Sacred Heart University Library. (2024). Organizing Academic Research Papers: 4. The Introduction. <https://library.sacredheart.edu/c.php?g=29803&p=185916>

[52] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. *International Journal of Advanced and Applied Sciences*, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>

[53] *Multidisciplinary Science Journal*. (2024). Guide for Authors. <https://malque.pub/ojs/index.php/msj/guide>

The literature review must include all keywords.

[55]



Phusit Phukamchanoad/International Journal of Advanced and Applied Sciences, 11(7) 2024, Pages: 124-137

f Social Development Management, Humanities and Social Science, Suan abhat University. Unfortunately, the were unable to manage a full-service group due to weak family and bonds resulting from competitive in urban societies. Groups or networks

2. Literature review

“Occupational group” refers to the gathering of 2 or more local people who have similar occupations and conduct occupational activities such as producing and selling with one another. The members of an occupational group have a clear



A literature review surveys scholarly articles, books and other sources relevant to a particular issue, area of research, or theory, and by so doing, providing a description, summary, and critical evaluation of these works. Usually in the conclusion of a literature review, identify where gaps exist in how a problem has been researched to date. Point the way in fulfilling a need for additional research, and Locate your own research within the context of existing literature.[54]

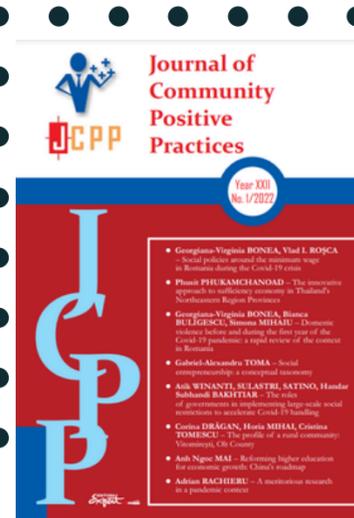
Note: References in the literature review should not be older than 5–10 years and must be found online using Google Scholar or journals in the Scopus SJR TCI (Thailand) database. The total number of references in the article should be at least 30. Nowadays, it is not popular to refer to books that are not available online.



LITERATURE REVIEW

[54] Sacred Heart University Library. (2024). Organizing Academic Research Papers: 5. The Literature Review. <https://library.sacredheart.edu/c.php?g=29803&p=185920>

[55] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. International Journal of Advanced and Applied Sciences, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>



The innovative approach to sufficiency economy in Thailand's Northeastern region provinces [58]

The innovative approach to sufficiency economy in Thailand's Northeastern region provinces
 The goal of this study is to explore the innovative approach to Sufficiency Economy at a household level. The data was collected by the use of questionnaires with 2,000 respondents as well as the interviews with...



METHODOLOGY

IMPORTANT POINTS OF SUCCESS

Readers need to know how the data in your paper was gathered.

The methods section describes actions taken to investigate a research problem and the rationale for the application of specific procedures or techniques used to identify, select, process, and analyze information applied to understanding the problem, thereby, allowing the reader to critically evaluate a study's overall validity and reliability. The methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? The writing should be direct and precise and always written in the past tense. [56] In the social and behavioral sciences, it is important to always provide sufficient information to allow other researchers to adopt or replicate your methodology. This information is particularly important when a new method has been developed or an innovative use of an existing method is utilized. [57]

For major doctoral degrees, methods for conducting mixed quantitative and qualitative research include 1) population and sample, 2) research tools, 3) gathering data, and 4) data analysis.

[56] Kallet, Richard H. (2004). "How to Write the Methods Section of a Research Paper." Respiratory Care 49, 1229-1232.
 [57] Bem, Daryl J. Writing the Empirical Journal Article. Psychology Writing Center. University of Washington; Denscombe, Martyn. The Good Research Guide: For Small-Scale Social Research Projects. 5th edition. Buckingham, UK: Open University Press, 2014; Lunenburg, Frederick C. Writing a Successful Thesis or Dissertation: Tips and Strategies for Students in the Social and Behavioral Sciences. Thousand Oaks, CA: Corwin Press, 2008.
 [58] Phukamchanoad, P. (2022) "The innovative approach to sufficiency economy in Thailand's Northeastern region provinces", Journal of Community Positive Practices, (1), pp. 20-33. doi: 10.35782/JCPP.2022.1.02.

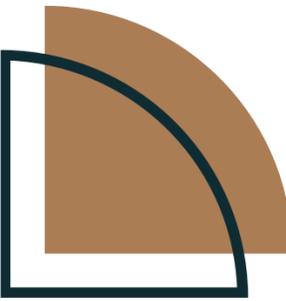
INTRODUCTION



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ISSN Print: 1582-8344; Electronic: 2247-6571



QUALITATIVE RESEARCH
APPROACHES

THE INNOVATIVE APPROACH TO SUFFICIENCY ECONOMY IN THAILAND'S NORTHEASTERN REGION PROVINCES

DESIGN

Phusit PHUKAMCHANOAD¹

DOI: <https://doi.org/10.35782/JCPP.2022.1.02>

METHODOLOGY

QUALITATIVE DATA COLLECTION METHODS

JCPP



- Georgiana-Virginia BONEA, Vlad I. ROȘCA – Social policies around the minimum wage in Romania during the Covid-19 crisis
- Phusit PHUKAMCHANOAD – The innovative approach to sufficiency economy in Thailand's Northeastern Region Provinces
- Georgiana-Virginia BONEA, Bianca BULIGESCU, Simona MIHAIU – Domestic violence before and during the first year of the Covid-19 pandemic: a rapid review of the context in Romania
- Gabriel-Alexandru TOMA – Social entrepreneurship: a conceptual taxonomy
- Atik WINANTI, SULASTRI, SATINO, Handar Subhandi BAKHTIAR – The roles of governments in implementing large-scale social restrictions to accelerate Covid-19 handling
- Corina DRĂGAN, Horia MIHAI, Cristina TOMESCU – The profile of a rural community: Vitomirești, Olt County
- Anh Ngoc MAI – Reforming higher education for economic growth: China's roadmap
- Adrian RACHIERU – A meritorious research in a pandemic context

Method in The research process
consists of the following stages.[59]

- Selection of the unit of analysis
- Research instrument development
- Data collection
- Data Analysis

For the qualitative data gained from the in-depth interviews, the content analysis approach



[59] Phukamchanoad, P. (2022) "The innovative approach to sufficiency economy in Thailand's Northeastern region provinces", Journal of Community Positive Practices, (1), pp. 20-33. doi: 10.35782/JCPP.2022.1.02.

INTRODUCTION

QUALITATIVE RESEARCH
APPROACHES

DESIGN

METHODOLOGY

QUALITATIVE DATA COLLECTION METHODS

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SOCIAL SCIENCES



Announcements About Current Archives

Home / Archives / Vol. 44 No. 1 (2023): January-March / Research articles

Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand

Phusit Phukamchanoad

Department of Social and Cultural Development Management, Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Bangkok 10300, Thailand



The primary data were collected by the use of questionnaires, interviews, and focus group discussions. The data were used for identifying problems, brainstorming, and developing a prototype for practical product development. [60]

The data collection process was designed in correspondence with the five steps of the design thinking process as follows; Step 1: 'Empathize' Step 2: 'Define' Step 3: 'Ideate' Step 4: 'Prototype' Step 5: 'Testing'

[60] Phukamchanoad, P. (2023). Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand. Kasetart Journal of Social Sciences, 44(1), 61-72. Retrieved from <https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>

THE RESULTS MUST FULLY DESCRIBE THE OBJECTIVES.

IMPORTANT POINTS OF SUCCESS
**RESULTS AND
DISCUSSION**



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Results: This section should describe the outcome of the study. Data should be presented as concisely as possible and, if any, in the form of tables and figures, although very large tables should be avoided.

Discussion: The discussion should be an interpretation of the results and their meaning with reference to other authors' work. [61]

Pracharabuedham Community 4. In 2007, a new community was established to accommodate commercial buildings and flats, known as Wat Pracharabuedham Community 4. By 2021, Wat Pracharabuedham Community 1-4 had transformed into urban communities. The area featured a variety of housing styles, including commercial buildings, two-story wooden houses

acted as the spiritual center and religious center, hosting religious rituals and community ceremonies, such as New Year's Eve merit-making, the Songkran festival, and other key events (Phukamchanoad, 2023). The primary lifestyle in the communities revolved around the "H-T-S Ecosystem," integrating households, temples, and schools. Other community agencies included village and urban community fund

[62]

[61] *Multidisciplinary Science Journal*. (2024). Guide for Authors. <https://malque.pub/ojs/index.php/msj/guide>
 [62] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. *International Journal of Advanced and Applied Sciences*, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>

5. Conclusion

The objective of this research is to examine the innovative approach to develop a full-service occupational group for urban elderly people towards public participation in order to reduce the inequality

6) logo design (a prototype was created in the ready-for-use electronic file), 7) selling and distributing (at the Wednesday and Sunday markets of Wat Pracharabuedham Temple), and 8) basic household accounting. The author was summarized in the following Fig. 3.

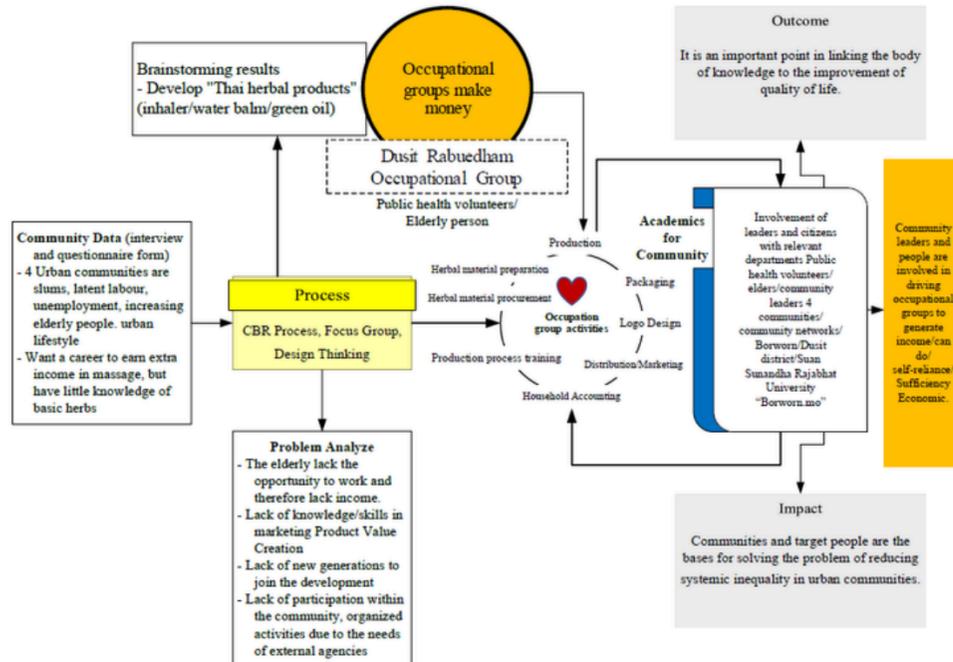


Fig. 3: A summary of the research that is an ecosystem for improving the quality of life of urban communities

CONCLUSION

The conclusion is intended to help the reader understand why your research should matter to them after they have finished reading the paper. May be required in describing the key findings and highlighting their significance. A conclusion is not merely a summary of the main topics covered or a re-statement of your research problem, but a synthesis of key points derived from the findings of your study and, if applicable based on your analysis, an explanation of new areas for future research. [63][64]

IMPORTANCE OF A GOOD CONCLUSION

- Presenting the last word on the issues you raised in your paper.
- Summarizing your thoughts and conveying the larger significance of your study.
 - Identifying how a gap in the literature has been addressed.
 - Demonstrating the importance of your ideas.
- Introducing possible new or expanded ways of thinking about the research problem

[63] Bunton, David. (2005). "The Structure of PhD Conclusion Chapters." *Journal of English for Academic Purposes* 4, 207-224; Conclusions. The Writing Center. University of North Carolina; Kretchmer, Paul. *Twelve Steps to Writing an Effective Conclusion*. San Francisco Edit, 2003-2008; Conclusions. The Writing Lab and The OWL. Purdue University; Assan, Joseph. "Writing the Conclusion Chapter: The Good, the Bad and the Missing." *Liverpool: Development Studies Association* (2009): 1-8.

[64] University of Southern California. (2024). *Organizing Your Social Sciences Research Paper*; 9. The Conclusion. <https://libguides.usc.edu/writingguide>

[65] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. *International Journal of Advanced and Applied Sciences*, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>



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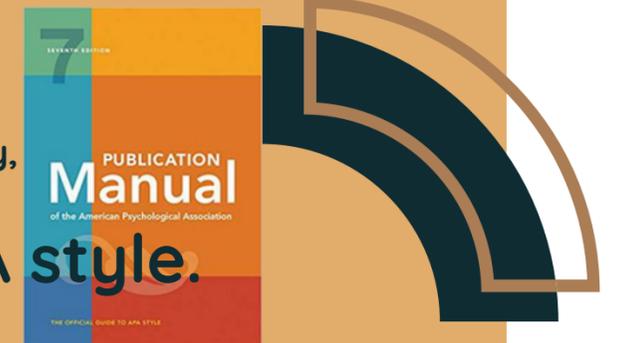


A reference is a relationship between objects in which one object designates, or acts as a means by which to connect to or link to, another object. [66]

REFERENCES 1

APA style (also known as APA format) is a writing style and format for academic documents such as scholarly journal articles and books. It is commonly used for citing sources within the field of behavioral and social sciences, including sociology, education, nursing, criminal justice, anthropology, and psychology. [67]

References to studies or theses/dissertation must be cited in the APA style.



REFERENCES 2

A high number of citations (at least 30) increases the chances of publishing.

REFERENCES 3

The reference clearly shows that our research is not wishful thinking. It is based on review literature, searchable information, and international information with a clear source.

REFERENCES 4

Citing articles that are relevant to our research in the journal in which you aim to publish them. Additionally, it increases your chances of being considered by the editorial team.

the city: An introduction to the special issue on urban mobilization. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 29: 607-620. <https://doi.org/10.1007/s11266-018-0030-y>

Herberholz C (2022). 'We are inferior, we have no rights': Public awareness and mental health among ethnic minorities in Myanmar. *Thailand SS - Population Health*, 19: 101138. <https://doi.org/10.1186/s12916-022-10113-8> PMID:35711727 PMCID:PMC9192969

Khatibi FS, Dedekorkut-Howes A, Howes M, and Torabi E (2021). Can public awareness, knowledge and engagement improve climate change adaptation policies? *Discover Sustainability*, 2: 18. <https://doi.org/10.1007/s43621-021-00024-z>

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Kryszewska MK (2017). The processes of alienation in the modern world and their features in visual culture. *AI and Society*, 32: 117-120. <https://doi.org/10.1007/s00146-016-0657-4>

Kuddus MA, Tynan E, and McBryde E (2020). Urbanization: A problem for the rich and the poor? *Public Health Reviews*, 41: 1. <https://doi.org/10.1186/s40985-019-0116-0> PMID:31908901 PMCID:PMC6939324

Phukamchanoad P, Nongkhar H, and Baum F (2021). COVID-19 pandemic and the social determinants of health. *BMJ*, 372: n129. <https://doi.org/10.1136/bmj.n129> PMID:34570801 PMCID:PMC7842257

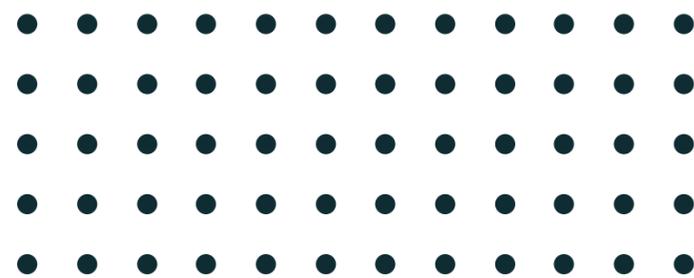
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[66] <https://en.wikipedia.org/wiki/Reference>

[67] https://en.wikipedia.org/wiki/APA_style

[68] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. *International Journal of Advanced and Applied Sciences*, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>



THANK YOU
for your attention



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