

Editorial

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This issue of the ABAC ODI Journal. Vision.Action.Outcome comprises of 16 articles involving 29 authors. The contributing authors are from local and international University faculty, researcher, organization practitioners, graduate students, and alumni, ranging from Myanmar, Thailand, the Philippines, Ghana and United Kingdom to Germany.

Aung Ye Zaw - Myanmar
Chutwat Wattnana - Thailand
Divina M.Edralin – Philippines
Easter B.Belandres – Philippines
Frisiana E.Sabado- Philippines
Gloria Chavez - Philippines
Maria Socorro CL Fernando - Thailand
Ma.Cresilda M.Caning - Philippines
Monkong Malyarom – Thailand
Mohammad Raoufian - Iran
Nat Luxchaigul - Thailand
Nathaya Pupat – Thailand
Olivia Umoh-Ghana
Papitchaya Wisankosol - Thailand
Panita Lasim – Thailand
Phichitra Sracheam – Thailand
Rattanaporn Siajaroen – Thailand
Richel L.Lamadrid – Philippines
Richard D.Bicera - Philippines
Roland Hohmann – Germany
Ray Clapp – United Kingdom
Sarinee Keyuraphan – Thailand
Saranya Bungna – Thailand
Sirichai Preudhikulpradab – Thailand
Sming Chungviwatanant – Thailand
Supichaya Siriaporsakul – Thailand
Sumontha Tonvongval – Thailand
Voraport Ruckthum – Thailand
Wantida Khumton- Thailand

The first article is a comparative research, titled “*Using large scale individual creativity to improve organizational efficiency*” is by Ray Clapp and Vorapot Ruckthum. The authors compared the outcomes of six similar organizational interventions, half of which employed problem-solving model while the other half employed an Appreciative inquiry model for problem resolutions. Three countries (e.g., USA, UK and Romania)

were reviewed to determine the differences between problem solving model and appreciative inquiry (AI) model.

The second article is an action research, titled *“Developing Cross-Cultural Leadership Skills and Cross-Cultural Teamworking skills through ODIs”* by Patichaya Wisankosol and Gloria Chavez. The article presents the implementation of mixed methods of ODIs, one of which is Whole Brain Literary (WBL) and the other is Neuro-Linguistic Programming (NLP). The study attempts to determine the effectiveness of personal and organizational change in terms of cross-cultural leadership and cross-cultural team-working skills.

The third article is an action research, titled *“Leveraging employee engagement and employee performance towards excellent service quality”* by Aung Ye Zaw and Maria Socoro CL Fernando. Three main variables were examined--employee engagement, employee performance and service quality. The study examined how ODIs before and after implementation helped improve employee engagement, performance and service quality. T-test was employed to determine the difference before and after ODIs. Toward the end of the study, a 3-year roadmap was presented which was crystallized upon analyzed data of post-ODIs.

The fourth article is an action research with the essence of research & development as an approach. The title is *“Designing and Implementing ODI's to improve communication and coordination”* by Wantida Khumtong and Sirichai Preudhikulpradab. The article presents steps to developmental change program, focusing on two major variables which are communication and coordination. t-test was employed to determine the impacts before and after developmental change program.

The fifth article is an action research, titled *“Service quality improvement through ODI”* by Sarinee Keyuraphan and Sirichai Preudhikulpradab. The article presents the implementation of ODIs and Wilcoxon matched-pair signed rank test before and after ODIs was used to determine the differences on four variables, consisting of willingness, problem resolution, time management and communication skills.

The sixth article is a case study, titled *“Ideal Leadership Characteristics among Young MBA students”* by Mohammad Raoufian and Sirichai Preudhikulpradab. The study is aimed at seeking to understand the perception of current MBA students on Leadership characteristics. Statistical analysis (e.g., descriptive statistics and factor analysis) were used to determine the gaps/needs for Leadership development and to propose a Leadership Development program for future graduate students.

The seventh article is an action research, titled *“Raising awareness of career goals of insurance agents”* by Panita Lasim, Marrisona Fernando and Nathaya Papat. The article presented mixed methods of data gathering (e.g., interview and questionnaire) to seek to understand the gaps of current situation before determining the appropriate ODIs. Three variables were examined--performance, self-development and excellence. Wilcoxon matched-pair signed rank test was used to understand statistical trends before and after ODIs.

The eighth article is an independent research, titled *Relationship Between Push And Pull Factors, Tour Guide Performance And Tourists ‘Satisfaction In Bangkok’* by Rattanporn Sijaroen and Sming Chungviwatanant. The study is aimed at finding out the relationship

between push factors, pull factors, tour guide performance and tourists' satisfaction, targeting tourists from two countries—China and Germany.

The ninth article is an empirical study, titled "*Job satisfaction in the structural steel detailing industry in Philippines*" by Richard D. Bicara and Richel L. Lamadrid. The study is aimed at examining the differences in the level of job satisfaction of the management and operational employees. The main variables being examined are intrinsic, extrinsic general job satisfaction. Demographic profiles were also cross referenced with aforementioned variables to determine the relationship difference varying by groups of demographic profiles (e.g., age, educational attainment and tenure of work).

The tenth article is a case study, titled "*Innovation Management Strategies of Four Pioneering Entrepreneurs from Camarines Sur, Philippines*" by Ma. Cresilda M. Caning and Dr. Divina M. Edralin. The article presents the findings of innovation management practices from four entrepreneurs who involved in agro-tourism, trading and food business while comparing the current practices with seven categories of innovation management measure to understand which of these seven were highly ranked by these four entrepreneurs.

The eleventh article is a mixed-method research combining quantitative and qualitative approaches, titled "*Study and improvement of Halal Travel Routes linked to Neighboring Countries under the Indonesia-Malaysia-Thailand Growth Triangle*" by Nat Luxchaigul, Saranya Bunnag and Mongkon Malyarom. The article presents the gaps/needs assessment and developmental opportunities of halal travelling programs, namely the provision of Halal tourism information, Prayer rooms along travelling site, Islamic transportation systems, relevant legislative acts that places the emphasis on cross border cooperation.

The twelfth article is a mixed-method research, using qualitative as the primary approach to derive data gathering tool in the quantitative analysis. The title is "*Leadership Preferences of the Stakeholders of the Armed Forces of the Philippines*" by Easter B. Belandres. The article presents results of qualitative findings and quantitative findings having different priorities. Qualitative findings show authentic, servant, transformational and transactional leadership respectively while quantitative finding indicates transformational, transactional, servant and authentic leadership respectively.

The thirteenth article is a case study, titled "*Organizational Brand of a Military Institution*" by Frisana E. Sabado. The article presents the perception differences of the applicants to the Philippine Military Academy from rural and urban city areas on instrumental and symbolic factors and to what extent which factor makes significant difference on the perception of the applicants.

The fourteenth article is an executive summary of a qualitative case of non-profit organization in Ghana, titled "*Staff Development with Emphasis on Team Competency Building*" by Olivia Umoh. The studied variables comprised of organizational effectiveness and team competency. The article presents a series of interventions with the staff of a Street Children Project in Ghana, Africa, aiming at improving organizational effectiveness. The participative observant was employed as an approach to assessing the gap and designing the interventions. Upon few months of OD interventions, some of the

positive outcomes began to emerge, namely team bonding and internal systems for professional practices.

The fifteenth article is an exploratory study, titled “*An Exploration of the factors Concerned with Reducing the Use of Plastic Carrier Bags in Bangkok*” by Vorpot et al. The article seeks to understand the attitude of people in Bangkok towards the reduction of the use of plastic shopping bags and to what extents (e.g., promotional, personal and cultural factors) people in Bangkok participate in the reduction of plastic shopping bags.

The sixteenth article is an executive summary of the post ODI, titled “*Continuous Learning of Branch Managers on Transformational Leadership Skills*” by Sumontha Tonvongval. The article presents an executive summary of the outcomes of Post-Organization Development intervention with the emphasis on transformational leadership and which dimension of transformational leadership is effectively adopted by the managers.

In summary, this is another key important milestone that ABAC ODI Journal Vision. Action. Outcome has achieved, together with its contributing authors who have shared their knowledge and experience from their respective fields with our Organization development community. The 16 articles represent various industries (e.g., business, tourism, education, military and nursing), together with diverse of nationalities.

We hope that interested readers would find the current issue of ODI journal as informative, inspiring and educational while providing you with some practical concepts how you might utilize them in your respective organization and industry.

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