

กลุ่มย่อยที่ 12

วิทยาลัยนานาชาติ (International College)

Interrelations of the Sustainable Development Goals in Terms of Alignments and Conflicts Between Each Pair of Goals**

Vesarach Aumeboonsuke¹

Abstract

The purpose of this research was to investigate the Sustainable Development Goals (SDGs) by analyzing the interrelations and the possible conflicts among each pair of goals. Since there are 17 Sustainable development Goals (SDG1 - SDG17) in different aspects such as economics, subjective well-being, environmental concern, some pairs of goals might be complementing while some goals might be achieved at the expense of other goals. The results that were obtained based on the data during the COVID 19 pandemic (2020-2021). Data of all goals during the year 2020-2021 from countries in European region were collected from the Sustainable Development database. The nonparametric Spearman's rank correlation (ρ) analysis was employed to examine the monotonic associations between all possible combinations of the unique goal data pairs. The evidence from this study was beneficial for policy makers to form optimal strategies aimed to achieve the overall SDGs or to be aware of any possible conflicts among goals and develop some mechanisms to reconcile these existing conflicts. In addition, it also revealed the dynamic of interrelations and conflicts among SDGs during the crisis interval compared to the long-term span.

Keywords: Sustainable Development Goals, Economic Growth, Spearman Rank Correlation Analysis

¹ International College, National Institute of Development Administration (NIDA)

148 Serithai Road, Klong-Chan, Bangkok, Bangkok 10240, THAILAND.

E-mail: vesarach.a@nida.ac.th

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The Roles of Local Employment and Environmental Sustainability on Business Performance: The Mediating Role of Brand Image in the Modern Trade Business in Rural Areas in Thailand **

Akaraphun Ratasuk¹

Abstract

The concept of Sustainable Development Goals (SDGs) has been raised and highlighted in many industries to help build society's sustainable prosperity. In particular, the modern trade business is among Thailand's sectors that have begun incorporating SDGs in business activities. However, whether the SDGs adopted by the modern trade business affect the company image and performance is still an issue that needs to be explored. In response to these research questions, this study aimed to investigate the influence of modern trade businesses' local employment and environmental sustainability practices on the brand image and business performance perceived by customers. In this research, stratified random sampling was employed for sample selection. Survey data were collected from 557 customers and 52 managers of modern trade stores located in rural areas of five cities in the central region of Thailand, namely Nakorn Pathom, Samut Songkhram, Ayudhaya, Kanchanaburi, and Lopburi. Partial least squares structural equation modeling was used in the data analysis. The PLS-SEM results showed that local employment ($\beta=0.087$; $p=0.018$) and environmental responsibility ($\beta=0.132$; $p<0.001$) can directly promote business performance. Sobel's test results demonstrated that business performance could also be indirectly promoted by fostering brand image by both local employment ($t=6.359$; $p<0.001$) and environmental responsibility ($t=6.324$; $p<0.001$). This research contributed new and

¹ Panyapiwat Institute of Management

85/1 Moo 2, Chaengwattana Rd., Bang-Talat, Pakkred, Nonthaburi, 11120, THAILAND.

E-mail: akaraphunrat@pim.ac.th

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additional knowledge and expanded the concept of the Corporate social responsibility (CSR) theory to the context of the modern trade business that was still underexplored.

Keywords: Corporate Social Responsibility (CSR), Local Employment, Environmental Responsibility, Business Performance, Brand Image, Modern Trade Business

The Importance of Employee's Functional Flexibility on Organization's Competitiveness during a Market Disruption: The Case of Sales Organizations during the COVID-19 Pandemic**

Peerayuth Charoensukmongkol¹

Abstract

From the managerial perspective, human resource development is considered as a crucial element that enhances sustainable competitiveness of the organization. Particularly for sales organizations, the competencies of employees to deal with uncertainties and challenges that unexpectedly arise in time of crisis is essential to help the organizations gain competitiveness in the long run. In particular, this research focuses on the role of functional flexibility of salespeople as the characteristic that could determine the level of sales performance that they achieve during the COVID-19 pandemic. This research collected data from 227 salespeople located in Bangkok, Thailand. The results obtained from Partial Least Squares Structural Equation Modeling show that functional flexibility has positive effect on sales performance. However, this positive effect is supported among younger salespeople only. For older salespeople, functional flexibility does not have positive association with sales performance. Based on the findings, the development of functional flexibility of salespeople might be the practice that sales organization need to incorporate into their human resource development policy. However, the management practice aimed to enhance functional flexibility should be provided specifically for younger salespeople who tend to be more suitable for it.

Keywords: Employee Flexibility, Job Performance, Salespeople

¹ International College, National Institute of Development Administration (NIDA)

148 Serithai Road, Klong-Chan, Bangkok, Bangkok 10240, THAILAND.

E-mail: peerayuth.c@nida.ac.th

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Understanding plastic bag consumers' use behavior after the plastic bag ban policy in major retail stores in Bangkok**

Aweewan Panyagometh¹

Angkana Keeratiratanalak²

Abstract

Thailand has implemented a campaign on stop giving free single use plastic bag in 75 majors retail stores since January 1, 2020. This study aims to understand the effectiveness of the campaign and the behavior changes of consumers after the campaign. This study estimated number of plastic bag use in Bangkok and develop the knowledge, attitude and practice (KAP) model to investigate plastic bag consumption behaviors among Bangkok consumers. The results showed that the campaign is effective especially in the super market and convenient stores. The number of plastic bags use per visit are approximately 1.9 and 1.7 bags. According to our survey results, fresh market, restaurant, and food delivery are the major sources of plastic bag consumption, on average 3.7, 3.1, and 2.8 bags per visit. On average people in Bangkok use approximately 1.2 bags/person/day. According to the KAP model, knowledge about environmental impact of plastics does not only have a positive effect on attitudes towards plastic bag usage and plastic waste but it also has a direct effect on behaviors in using plastic bags and sorting waste. It is important to continuously communicate about environmental impact of

¹ International College, National Institute of Development Administration (NIDA)
148 Serithai Road, Klong-Chan, Bangkapi, Bangkok 10240, THAILAND.

E-mail: maweewan@gmail.com

² International College, National Institute of Development Administration (NIDA)
148 Serithai Road, Klong-Chan, Bangkapi, Bangkok 10240, THAILAND.

E-mail: amy.angkana@gmail.com

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plastics to emphasize proper knowledge and attitudes towards plastic bags among people and to bring out cooperative behaviors in reducing the use of plastic bags and sorting waste for a better environment.

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