KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL

Yanika Chuentako*, Assoc.Prof.Tassanee Siriwan**, Taksina Bunbut***,

Nalin Simasathaiansophon****, Supaksiri Prakarncharoen*****

& Assoc.Prof.Ekgnarong Vorasiha******

*,**,***,****,*****International College, Suan Sunandha Rajabhat University, Nakhon Pathom, Thailand

******College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom, Thailand

E-Mail: *yanika.ch@ssru.ac.th, **tassanee.si@ssru.ac.th, ***taksina.bu@ssru.ac.th,

****nalin.si@ssru.ac.th, *****supaksiri.pr@ssru.ac.th, ******ekgnarong.vo@ssru.ac.th

ABSTRACT

The group of knowledge management for research proposal had completed the knowledge assets book in the topic of "Guide to Write a Research Proposal", for the purpose of keeping the written alphabet of knowledge assets and to acquire guideline for academic staff, who is interested in writing a research proposal. The qualitative method is applied for this research in order to find the outcomes for research objectives, which are the methods of research proposal to learn the procedure how to become successful research proposal writing and how instructive methods improve lecturer's motivation and operation to perform University's objectives in research proposal writing. The outcomes of the research is knowledge management procedure, which is supported the achievement of systematic knowledge sharing in knowledge management, sufficiently of the resources such as supported budget for data gathering on site and the budget is of the importance of supported project as well as awards. In the other side, the obstacle will have much more work for teaching of lectures but knowledge management is continued to academic research in terms of research scholarships requirement. **Keyword:** Knowledge management, Research proposal, and Tourism research project

INTRODUCTION

Nowsday, research is the one of an interesting learning project for lecturer regarding to University's policy for processing the knowledge management as an instrument for human resources improvement and raise University towards a better Learning Institution where all faculties are follow the procedure of University's policy. The group of Knowledge Management for Research Proposal was met by the mutual interested in exchange the knowledge of "how to write Research Proposal", which respond to the second strategic of University regarding to Publishing Journals and Articles. Policy and Planning Division of Suan Sunandha Rajabhat University had arranged meeting with academic board of knowledge management to set up main knowledge framework, which is necessary for knowledge exchange where is related to University's strategy and it Clarifies to all sectors in order to set up main knowledge framework for exchanging the knowledge assets. From overall performance result of 6 months, we have found that the results were not achieved as planned, therefore, the sector has reviewed the knowledge assets, which was necessary for knowledge exchange to consider the knowledge assets in each person, that the main knowledge assets is Research Proposal which will respond to University's strategy; Publishing Journals Articles for the purpose of the potential of academic staff in academic service, research and innovation effectively. The target group in knowledge exchange will be the lecturer, who used to receive the research scholarships. The group of Research Proposal has preceded the knowledge management by following the procedure of University's policy with exchanging the knowledge, knowledge extraction and applied knowledge assets for research proposal in terms of scholarship requirements in the year 2019.

OBJECTIVE

The group of knowledge was seeking for the knowledge of guide to write a research proposal by an arranged meeting in order to exchange the knowledge with group members. The first knowledge exchange meeting had focused on the main point, which was the technique/practice in research proposal by each member that had been exchanged the knowledge and learned lessons in terms of technique/practice in research proposal. Members were exchanged and wrote the technique/practice in research proposal, and did

knowledge assets extraction to receive the guideline on how to write a research proposal toward knowledge improvement into practice in the next knowledge exchange meeting. Therefore, the objectives are:

1. Study the methods of research proposal to learn the procedure how to become successful research proposal writing.
2. Study how instructive methods improve lecturer's motivation and operation to perform University's objectives in research proposal writing.

METHODOLOGY

This research used one technique to answer research objectives and research questions, gathering information and data analysis. The methodology is a qualitative research method that focuses on participants experience, opinion, feelings and knowledge by in-depth interview for gathering information by interviewing checklist, and field notes for useful in data analysis. Qualitative method is a research method which its purpose is to find the answer from question, evidence collection, understanding firsthand experience that used to describe research based on the belief in much more limited information that people involved in a appropriate situation are best placed to explain their experiences and feelings in their own words (A.J. Veal, 2010). Moreover, Qualitative research is the procedure of searching to understand the research problem in reality situation of data collection.

Moreover, the data analysis is a procedure, which moves from data that has been collected from the participant's qualitative experience with rich information, opinion, feeling and experiences on a site survey by face-to-face interaction. Qualitative data from participant and transcripts, field notes will be find out, understanding, Identify the concept of one by one questions and answers also interpret all information from participant under research objectives and research questions. The research used Content Analysis to explain a flexibility data by identifying, deducting, counting certainly words especially focus and concern about the issue from participant, who answer the research questions. After that, interpret data, which represent participants opinion, experiences and describe qualitative data by analyze the main text, which generated from in-depth interview with participant to achieve objectives by categorize data from participant' opinion and content of data (Nigata, 2012).

Therefore, the result from members, who did knowledge assets extraction, which would include: 1) The research problems were chosen by the issues from research topics or community problems, which must be possible and no plagiarism from others allowed, to compact, clear in written concept towards research purposes, and to provide the information of recent situation, to study research framework and research objectives for a better understanding of scholarships supporter, to write and explain the research problems, which are related to research framework and research objectives, to research the information from trustworthy channels to write reference, to scope the substance from wider topic toward the research topic in terms of finding the answer, to research on hot issues, to explain how necessary to research on, to make references about the conceptual framework, articles, and relevant disciplines, to set up an interesting issue or recently effected issues, to write research methodology (with the beginning of the general problem, specifying the problem, the importance of research problem), where is the problem from, to scope the substance with clear substance result, to study, research the relevant information from internet, to find the information to support recent situation's problem, to scope the topic from world-country-problem, 2) Research objectives will answer the strategy of organization, government and university, must obtain research methodology and be useful to the research, to have target group on research objectives, to clarify the research problems toward the answers of research, to answer the research topic and related research problems, to set up the research model and samples, to link the problem, editing form and benefit of research, 3) Research framework by clarifying where, when, how and who to provide Grant Chart for research duration catching, to specific the number of participant and target group, 4) Literature review and relevant information would be studied on online database for making the lists of literature review, to study from other relevant research, on site for gathering data and use trustworthy database, 5) Benefit from research will be related to the research objective, sampling group, also answers the research objectives, the benefits toward the country, to analyze the worst case of problem and create the benefit to solve the problem, and create benefit from problem solving, 6) Technology transferring plan and researching result toward the target group by seminar, academic service and published to website, 7) Research methodology should have

systematic style by intervention, sampling group will became an effect size, the process should be followed by the plan, the research instrument, location, volunteer and ethics, the process will have pre-intervention by informing volunteers and divide them into the groups, intervention is the process of data gathering implementation, the evaluation will be collected by the date and taken care of preventing risks that might happen during an evaluating time, for the research instrument should clarify that what kind of instrument will be used, such as questionnaire, quantitative or qualitative that would be applied for the research, to check the quality of research instrument which help to find out the validity and reliability, to select the instrument that suits to information and research objectives correctly, 8) The purpose of outcome should be clear, outcome should be related to national research strategies 9) Research budget will be covered the objectives, purpose and activities. The knowledge revisal for suitable procedure was received from group members regarding to the second meeting for knowledge exchange toward knowledge extraction will became the benefit for research proposal improvement for other sectors and have received the updated knowledge for writing a research proposal. Moreover, knowledge management has supported the quality of work improvement by receiving the supported scholarships for continuing the research, the improvement for government staff evaluation and to create the reputation for university and the extended of knowledge management will be benefited to other academic and supportive staff, who can exchange the knowledge management for university insider and outsider.

The conclusion part is the knowledge management exchange toward research proposal included knowledge extraction from each lecturers, also exchange the knowledge toward the revised work procedure that will be suited to research proposal, which the research proposal will be applied for scholarships with mutual topics, so the topic should be only one topic and to specific the group topic would be under the purpose of National Research Council of Thailand toward research requirements, for the research framework is to specific research framework under group topic and to specific research framework toward National Research Council of Thailand toward research framework, for sub-research framework is to specific the only one of sub-research frameworks and to specific sub research framework under the selected research framework, for the research topic it would be Thai and English by specifying the research topic that should be related to group's topic, research and sub-research framework, to bring the last research objective and revised to research title, the name of researching plan will be put the name in Thai and English, in case of sub-research project under research plan and other case will be individual research project as no specific the name of researching plan, but for the sub-research, a set of research will be specified. The components of research proposal will be included with the respondent, in case of cooperated scholarships with other countries and to specific the respondent both Thai affair and foreign affair, which consist the project leader, it is not necessary to have the percentage in project more than researcher or more than 50 percent and it depends on assignation, there is no need to have the qualification matched with research title but it should be related, if the qualification can be matched with research title that would be great, in case of application for academic position then there should be a project leader and the average in doing the research should be 50 percent, the part of researcher that will specify the average in doing the research but the average for co-researcher will not be specified on the research, in case of some students, who will be helped for research and it will be shown the integrated with study plan, the qualification of researcher should be matched with research title and it will be shown on research achievement, researcher will not be the person who work at the same faculty and researcher would be the lecturer with no academic positions, it will shown new researcher and their improvement, main sector will be specified on research and supported sector should be noted by name, surname, position and sector; such as the community leader in order to show that the research is supported by supporter that will be led to the successful research, in terms of research type that consist of 3 types, which are basic research, applied research and experimental development and it will be chosen by lecturer for only one type with related to the research title, research standard (if any) will be specified and the document will be attached on research, the research title and study variable in research will be the keyword, to the state of problem that should be written for 3 paragraphs, first paragraph will be an introduction from past to current situation with hot issue from the world country and the problem with references, the second paragraph should be the problem which can be related to the research objectives in qualitative, graph and table with reference, the last paragraph should be the main issue toward research framework and to find out the answers for writing the objectives, it is important that the main introduction should be held with references of information, for the research objectives they should be mentioned one by one while linked to the state of problem, to meet the needs of government, organization and university, the scope of research such as location, the sampling group and the study details such as the state of problem, study plan and research methodology, for the theories, hypothesis, and research conceptual framework will be summarized from theories or concept toward conceptual framework on the research, literature review will

be divided for concept, theories and research, for the reference will be brought from book, and other researches, in terms of benefit for academic would be applied for study plan and publishing to academic journals, the benefit of policy will create strategy plan for sector and analyze the problem to the procedure, in terms of economic and industry that will be implemented to industry and value of money will be increased from selling the products, for the social and community will built the networks toward the community learning, in terms transmitted technology plan or the result toward the target group once the research had been done is to mention the activities or the process of passing on the knowledge through the seminar, leaflet, etc., the process will be written as a flow, in terms of research methodology and location of implementation/data collection will clarify that what kind of research will be applied for the process, which should be mentioned step by step, to specific the sampling group, the formula, sampling random, to clarify the research instrument in each process correctly and with statistic linked to research objectives, the research timeframe and processing plan should be created as a table by mentioning the beginning and ending date, for the purpose of output and outcome, that will be specified the result as well as qualitative and quantitative indication, the supported factors toward existing research included knowledge scholarships, the experience with local community, and the support from university, in terms of research budget that will covered the data collecting process, the successful and worthiness of research from management and procedure plan will be chosen and suited to the result in each objective, the evidence of data collection will be shown on the research as well as the signed name from project leader and research will be included in MRMS system.

The discussion from the process of research proposal group creation had risen from the issues that meet the criteria for the implementation of the academic knowledge and research group, the faculty selects the knowledge groups, who are interested in exchanging. The process of knowledge assets will specify the core knowledge that needs to write a research proposal and set the goal of knowledge management. The lecturer can write a proposal for a research project in the correct format, seeking for the knowledge will be proceeded by each member of the knowledge group that is provided with a presentation, exchange of techniques and methods of writing a research proposal and summarizing knowledge in the person (Tacit Knowledge), to improve and adapt knowledge to write research proposals and share the knowledge and experience in writing cattle proposals. To share knowledge about writing research proposals to knowledge-based members for writing their own research proposals. The use of knowledge will be useful for knowledgebase a member who writes a concept paper, bring out draft ideas for research, each member of the group exchanges knowledge to refine the writing of the research proposal and similar proposals were organized to produce a series of research projects. The result for applying the knowledge asset, a group of people interested in a series of research projects on tourism by inviting experts to undertake research on tourism from the research consultation center and the proposal for a series of research projects on tourism will be applied for supported scholarships research from The Thailand Research Fund.

ACKNOWLEDGEMENTS

REFERENCE

[1] Nigata, T. (March 7, 2012). *Qualitative Data Analysis*. Retrieved from http://www.slideshare.net
[2] Veal, A.J. (2006), Research Methods for Leisure and Tourism Practical Guide. *Qualitative research methods.* 98-99, 196,377
[3] Witthaya Mekhum 2017, *Title The Summarize of Knowledge Management Asset: Research Proposal* PP 5-12.