

Guidelines on the Development of Transformation Leadership Affects to Social Responsibility of Recycling Business in Bangkok Metropolitan and Vicinity

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ABSTRACT

This research is aimed to study the level of comparison of social responsibility of recycling business in the area study that classify by organization factors and to study present the transformation leadership affects to social responsibility of recycling business in Bangkok Metropolitan and Vicinity. By using the mixed of studies, there are the group sample from recycling entrepreneurs in Bangkok metropolitan and Vicinity using quota total of 210 persons. And use the questionnaire as the tool that test the content validity value and confidence value. The part of quality research has the in-depth interview as a tool to collect data from Director Industrial Environmental Technology Promotion Division and The Management of recycling business total 5 people. Specifically use the statistics data analysis that use percentage, average of standard deviation, the test of deviation, Independent Group One-way ANOVA, Least Significant Difference: LSD, Correlation and Stepwise Multiple Regression and subject data analysis.

The research found that 1) Transformation leadership level in overall is in the Most level 2) Comparison result of social responsibility that classified by organizations factors has the significance difference in statistics at level .05 3) Transformation leadership that effects to social responsibility of recycling business in the study areas including the ideological influence (x_1) individualize consideration (x_4) in building inspiration (x_2) power of forecasting equation 52.9 percent by able to present equation as follow $Y = 2.335 + 0.237^{**}(X_1) + 0.134^{**}(X_4) + 0.140^{**}(X_2)$ and 4) Guidelines on the development of transformation leadership affects to social responsibility of recycling business has 4 factors.

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Introduction

Thailand is one of the countries that has a lot of Nowadays the organization cannot be focus to increase the profits only due to the business organizations all create the negative results in operating the business to social and environment that may affect direct or indirect as well. With this reason all organizations must turn to perform more about social responsibility and push more awareness in order to let the organization develop equally together with the change of time conditions which make the business growth sustainability.

Social responsibility is the idea that the organization provide support to improve social and clean environment through the interaction management process with the parties in interest of the organization with their willingness (European Commission, 2001). Social responsibility of the company is popular and get more acceptance in present that it is the important thing and necessary to

have in operating the business (Theeraphong Thongkhachok and Arkom Jaikaew, 2013:28). So it may say that now the idea of social responsibility of the company is the important part that can help to develop the business to success and sustain under the strong and variety of competition conditions currently. Social responsibility is the thing that every sectors no matter private or government sectors both pay attention and aware of social responsibility which the social responsibility will never be effective if lack of the person who will drive and that person is the leader who has the transformation leadership that must keep up with the changing in the modern technology era.

Where by the transformation leadership is the process that the leader change the attempt their follower to be higher. The leader show the role that make the follower trust and change the follower to have potential to be developer who can support themselves and the method to achieve the result make the

follower not just focusing on the their personal benefits but dedicated for organizations by encourage the level of human need. Whereby this research use the idea of Bass and Avolio (1994) that included of 4 compositions as follow 1) Ideological Influence 2) Inspiration 3) Intellectual Stimulation 4) Individualize Consideration

Recycling business is one of business that need to aware and operate emphasizing with social responsibility. Which is the business that bring many unused materials of one person but still usable and useful for another person and that can be create new value. Krungthai research center (Krungthai Bank, 2020: online) reveal that from the idea of circular economy philosophy the recycling is the important way that make garbage or left over things be used effectively. So that in the past year recycling business has the value around 1.7 million baht which is slightly increase from year 2018. Most of the revenue are from garbage buying and recycling materials business by the entrepreneur who registered and qualified as the recycling business entrepreneur have total amount around 3,484 companies. Which includes big entrepreneur that provide fully services and small entrepreneur who provide single business or in one process and has more form of franchise but most are small size business that do trading business from the above data can see that recycling business will be the business that has more growth in the future (Post today, 2020: online).

Recycling business is the business that possible to create affect to the environment and is the business that eliminate the bad thing that happened with the environment to beneficial to the social. The researcher then study the way to develop transformation leadership that affects to the social responsibility of recycling business in Bangkok Metropolitan and Vicinity that include with how many factors in order to apply and adjust in doing the business.

Research Objective

1. In order to study the transformation leadership and social responsibility of recycling business in Bangkok Metropolitan and Vicinity.
2. In order to compare social responsibility of recycling business in Bangkok Metropolitan and Vicinity, classified by organizations factors.
3. In order to study the transformation leadership that affect to social responsibility of recycling business in Bangkok Metropolitan and Vicinity.
4. In order to study the development way of transformation leadership that affects to social responsibility of recycling business in Bangkok Metropolitan and Vicinity.

Research hypothesis

Transformation leadership affects to social responsibility of recycling business in Bangkok Metropolitan and Vicinity.

Ideology and Theory

In this research the researcher has concluded the ideas and theories from many academicians in order to create conceptual frameworks in the research by able to classified ideas and theories as follow.

1. Transformation leadership of Bass and Abolio (1994:3-4) mean that the process that influence to attitude changing. The ideology that will persuade and induce the follower to aware in the mission and vision of organization leadership that lead the organization to the goal together which include 1) Ideological Influence is the having attribute foresight, having vision, having the roles d able to manage emotions, having ethics that make the follow have faith and proud to work with and make the follow have common purposes 2) Inspiration is the behavior that the leader express with communication and let the follow aware of the vision and mission and high expectations of leader that has to the follower with building the Inspiration, teamwork And motivated the co-worker to aware in public mission and able to achieve

the goal of the group more than personal goal. 3) Intellectual Stimulation is the behavior that the leader motivated their follower create initiatives, motivated to find the way of work, support and encourage to create new things and having the self-development in problem solving in all situations. 4) Individualize Consideration is the leader's behavior that understands about the difference of their followers about their desires, knowledge and personal ability that difference from each person, the personality that make the co-worker feel valued.

2. Social responsibility, corporate social responsibility: CSR (2008:8) has defined Social Responsibility as social responsibility is the idea that the business must operating with care to parties in interest, economic, social and environmental with morally, and ethically. Has the good governance as the tool to operate all activities to aware of the negative impact to economic, social and environmental which includes 1) Good corporate governance is the corporate organization that exists for build the value to sustainable business and run business with morality and benefits to social together with respect the right and responsible to all parties in interest 2) Fairness Business Operation is the way to run business by focusing on morality business operating to all parties in interest and not violate or deprive the right of those parties in interest as well 3) Human rights respect and fair labor practice to the employee is the aware of equality, respectfully to each other and not separate or create different in all activities together with encourage the practices of equality and morality to all employees 4) Customer responsibility is the operating business with emphasize on customer and sustainability development and performing the moral promise to the customer together with responsible in keeping customer's information safely and confidentially 5) Cooperation of Community and Social Development are the operating of business by supporting activities that create benefits to community, social and

involve in encourage the strength to community and social 6) Environmental Protection is the operating of business by encourage to use effective resources, choose to use the appropriate resources and maximum benefits 7) . Innovation and dissemination of innovation from social responsibility process is the operating business with aware about using the resources at its maximum value, focusing on continue promote and improve the production and various functions, not impact to community or social 8) Social and Environmental report preparation is prepare and planning documentary about labor, environment and safety openly in order to gain the clarity for social and business to be together with sustainability.

Literature review

From the study literature review that the researcher has mentioned the researcher has concluded the information to support idea by dividing the literature into transformation leadership and social responsibility with the detailed as follow.

Sanit Nunil (2016: 172) about the strategic social responsibility development for sustainability operating performance of hotel industry in Thailand, found that the overall of transformation leadership has the average in high level including thought influence, building motivation and stimulate to wisdom

Apisak Engmahassakul (2019: 128) did the research about transformation leadership with work effectiveness of employee from Professional Outsourcing Company Limited, the result of study found that transformation leadership overview in the idea of employees is in the high level and part of revenue also in the high level as well. In the part of having the influence ideologically, the management show their determination in ideology, has vision and ability in relay to their follower. Leader will have consistency in able to control emotions in the crisis.

Du, Swaen and Sen (2013: 160) study about role of leadership form in work operating. In the part of social responsibility

found that parties in interest of marketing and transformation leadership affect in positive way to the guideline of social responsibility of the organization.

Jensen, Potocnik & Chaudhry, (2019: 15-21) has studied about the blending of transformation leadership and operating performance of company by the research found that transformation leadership will connected or related with motivation in building inspiration that affect in positive way with company operating performance.

A, D., Waldman, S.D., Siegel & M. Javidan. (2006: 178) study about factors of transformation leadership of the organization management team and the social responsibility

to the performance of organization. The result of study know that transformation leadership affect positively to wisdom stimulating and social responsibility that the leader should have that is not just the wisdom but have to focusing on with company strategy such as product quality and environment efficiency.

Research Concept Framework

From the study of theory concept and the concern research to build the concept framework as follow 1) transformation leadership of Bass and Avolio (1994) 2) social responsibility of social business institutions (2008:8).

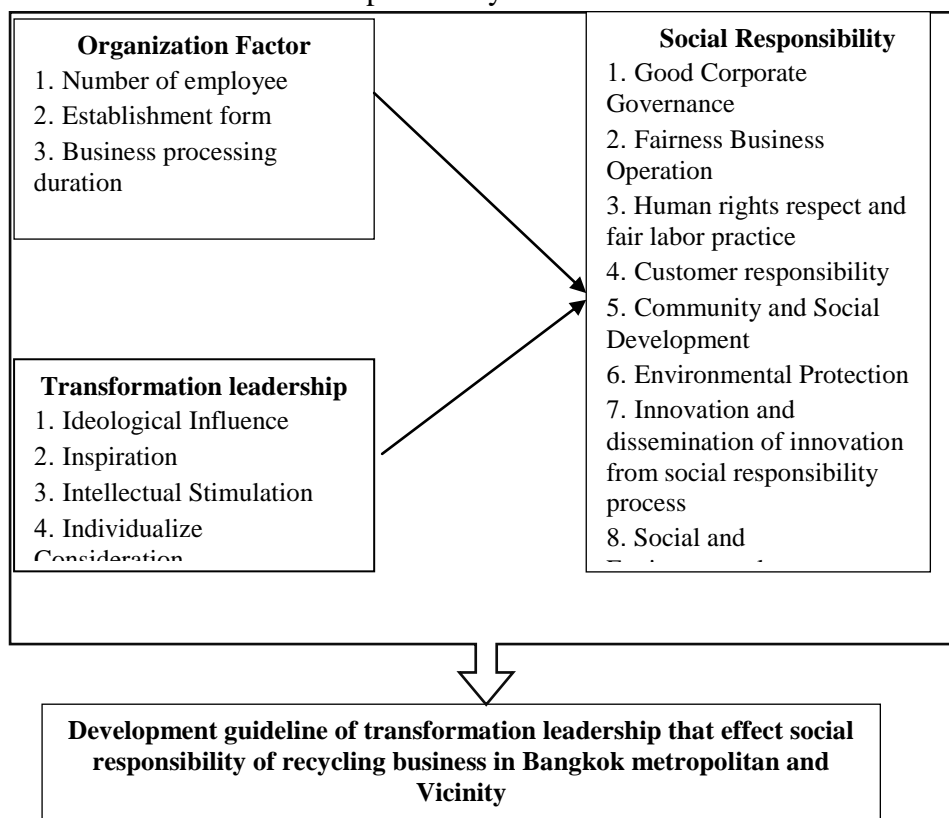


Figure 1 Concept Framework

Research Methodology

This research use the mixed method by using quantitative research and qualitative research in order to make this quantitative research reach more complete and more clarity. This research is the descriptive research to find the truth and the relation of

variant with describes about the happened phenomenon in order to make unit of analyze as follows.

1. Population and sample group. The population use in this research is recycling business entrepreneur from the sample of recycling business entrepreneur for 210

persons. By calculate sample from program G* Power 3 and person who provide important data by using in-depth interview, Director of Industrial Environment Technology Promotion Division and recycling businesses executives management total of 5 persons specifically chooses.

2. Research Tools including questionnaire and interview form that get from literature review concern and use as the concept framework and draw as the questionnaire and use to investigate for collect data and analyze then conclude the results after that bring all data to verify by using qualitative research again to confirm all information.

3. Statistic in data analysis including
3.1 Descriptive statistic by analyze personal general information, with descriptive analysis, find frequency, percentage, mean and standard deviation

3.2 Reference statistic is using the statistic multiple regression analysis to find the relation between independent variant and dependent variant

Research Results

1.The analysis results of transformation leadership level and social responsibility level of recycling business entrepreneur in Bangkok Metropolitan and Vicinity.

Table 1 Mean (\bar{x}) and Standard Deviation (S.D.) overview of transformation leadership level. (n = 210)

Transformation leadership	\bar{x}	S.D.	Order	Level
1. Ideological Influence	4.80	0.25	1	Most
2. Inspiration	4.73	0.29	4	Most
3. Intellectual Stimulation	4.79	0.74	2	Most
4. Individualize Consideration	4.74	0.32	3	Most
Total	4.77	0.40		Most

Transformation leadership level the result found that the overview is in Most level (\bar{x} = 4.77) when considering in each aspects and found that all aspects are in Most level which can be sort to three level as follows

Ideological Influence (\bar{x} = 4.80) Intellectual Stimulation (\bar{x} = 4.79) Individualize Consideration (\bar{x} = 4.74).

Table 2 Mean (\bar{x}) and Standard Deviation (S.D.) of social responsibility of recycling business entrepreneur in Bangkok Metropolitan and Vicinity in overview. (n =

210)

Social Responsibility	\bar{x}	S.D.	Order	Level
1. Good Corporate Governance	4.78	0.27	2	Most
2. Fairness Business Operation	4.74	0.26	6	Most
3. Human rights respect and fair labor practice	4.78	0.23	2	Most
4. Customer responsibility	4.81	0.23	1	Most

5. Community and Social Development Cooperation	4.78	0.76	2	Most
6. Environmental Protection	4.77	0.27	5	Most
7. Innovation and dissemination of innovation from social responsibility process	4.76	0.30	6	Most
8. Social and Environmental report preparation	4.76	0.29	7	Most
Total	4.77	0.33		Most

Social responsibility level of recycling business entrepreneur in Bangkok Metropolitan and Vicinity. The result of research found that in the overview of social responsibility level of recycling business entrepreneur in Bangkok Metropolitan and vicinity is in Most level at (\bar{x} = 4.77). When consider in each aspects found that all aspects fall into the Most level which can be sort the top three mean as follow customer responsibility (\bar{x} = 4.81) Good Corporate Governance aspect, Human rights Respect and Fair Labor Practice aspect, Community and Social Development aspect have the mean equally at (\bar{x} = 4.78).

2. The comparison result of the social responsibility of recycling business in

Bangkok Metropolitan and Vicinity divided by organization factors found that the comparison of social responsibility of recycling business in Bangkok Metropolitan and Vicinity by the organization factor has difference significantly from the statistic at 0.05 in the part of number of employees, form of settlement and business operations time.

3. The analysis of transformation leadership factor that effect to social responsibility of recycling business entrepreneur in Bangkok Metropolitan and Vicinity.

Table 3 Variant analysis of forecasting power and selective variant in forecasting equations of transformation leadership that use for forecast social responsibility of recycling business entrepreneur in Bangkok metropolitan and Vicinity.

(n = 210)								
Variant order to equation	R	R ²	Adjusted R ²	R ² Change	b	β	t	Sig
Ideology (X ₁)	0.539	0.291	0.288	0.291	0.237	0.379	6.707**	0.000
Individualized (X ₄)	0.617	0.380	0.374	0.089	0.134	0.273	4.908**	0.000
Inspiration (X ₂)	0.663	0.439	0.529	0.059	0.140	0.257	4.641**	0.000
a=2.335	S.E. _{estY} = 0.11845		F = 53.725		Sig = 0.000			

**Statistical Significant at .01 order

From the table found that transformation leadership factor that effect to social responsibility of recycling business entrepreneur in Bangkok metropolitan and vicinity follow to the order of important variant to equation, Ideological Influence (X_1) Individualize Consideration (X_4) Inspiration (X_2) and able to forecast the corporation of social responsibility equal to 52.90 percent by equation can be as follow.

$$Y = 2.335 + 0.237^{**}(X_1) + 0.134^{**}(X_4) + 0.140^{**}(X_2)$$

4. Development guideline of transformation leadership that effect to social responsibility of recycling business in Bangkok metropolitan and vicinity including 1) Ideological Influence, the leader must be the person with vision that looking ahead to the future, develop new thing by using technology to develop potential of recycling business and achieve goal by this will need to consider the impact to environmental, community and social in order to make factory and community live together with no conflict and working with happiness. Such as using the environmental friendly and work effectiveness waste sorting machine. 2) Inspiration is the creation and consideration in working or mission together for future goal and success. There is the initiative idea to support creativity and rethink, campaign to aware of decrease pollution to benefit to social and environment of the country. 3) Intellectual Stimulation is the building of stimulation and initiative to support the rethinking and redoing in doing recycling business. And aware of pollution that happened to the environmental and may effect to the social and the nation. The awareness campaign of environmental friendly has ethical to develop the organization always such as good products management, good service, loyalty, offer product and service that benefit to customer. 4) Individualized consideration is give priority ti different opinion, respect to personal right, understand about personal different both organization, partner and surround community. Mainly consider to public benefit also when working together, we must adapt to each other and must understand different of people in terms of attitude, thought, belief and so on. For the mainly purpose to organization benefits and public benefits.

Discussion

From the research said previously, the researcher bring the research result to conclude and connect with research result that have details as follows.

1. To study level of transformation leadership and social responsibility of recycling business in Bangkok metropolitan and vicinity from the research have details as follows.

Transformation leadership level from the research found that there is the overview mean at Most level when consider in each aspects found that all aspects are in Most level sort by largest to smallest in order as follow Ideological Influence, Intellectual stimulation and Individualize Consideration consistent with the work of Wijak Suwannajaroen (2015: 130) Development transformation leader model and innovation influence to commerce that emphasize on export food industry of Export Food Industry of Thailand found that transformation leadership has mean at Most level consistent of Ideological Influence, Inspiration and Intellectual Stimulation.

Social responsibility level of recycling business found that there is the overview mean at Most level when consider in each aspects from largest to smallest as follow 1) Customer responsibility 2) Good corporate governance 3) Human rights respect and fair labor practice 4) Community and Social Cooperation 5) Environment protection consistent with the research of Pinrat Siripanthawong (2017:100) study about social responsibility of hotel industry and Phuket lodging and accommodation found that the overview of social responsibility has the mean at Most level when considering by aspects from largest to smallest, Customer responsibility, Good corporate governance and Human rights respect and fair labor practice.

2. To compare social responsibility of recycling business in Bangkok Metropolitan and Vicinity classified by organization factors found that there is the significant statistical different at level .05 in all aspects included

Employee number factor that has significant statistical different at .05 consistent with Petcharat Reungsak (2010: 92-96) about social responsibility of Small Medium Enterprises (SMEs) in the industry sector of Nakornsrihammarach Province found that

Organization character factor that include with different number of employee will have different level of opinion to social responsibility idea.

Established form factor that has significant statistical different at .05. consistent with Petcharat Reungsak (2010: 92-96) about social responsibility of Small Medium Enterprises (SMEs) in the industry sector of Nakornsrihammarach Province found that Organization character factor that include with different established form will have different level of opinion to social responsibility idea.

Business operation duration factor that has significant statistical different at .05. consistent with Petcharat Reungsak (2010: 92-96) about social responsibility of Small Medium Enterprises (SMEs) in the industry sector of Nakornsrihammarach Province found that Organization character factor that include with different establishment duration will have different level of opinion to social responsibility idea.

3. To study transformation leadership that effect to social responsibility of recycling business in Bangkok Metropolitan and Vicinity found that 1) ideological Influence 2) Individualize Consideration 3) Inspiration are effect to social responsibility of recycling business in Bangkok Metropolitan and Vicinity by consistent with the research in each aspects as follow.

Ideological Influence, consist with the research of Sanit Nunil (2016: 178) that study about the development of strategic social responsibility model for the sustainable performance result of hotel industry in Thailand found that transformation leadership has positive effected directly to strategic social responsibility which is the having of thought influence to the follower. The management show ideological commitment, vision and ability in relay to the follower.

Inspiration, consist with the research of Jansen, Potocnik & Chaudhry, (2019: 15-21) have studied about The Blending of Transformation Leadership and Company Performance. The research found that the transformation leader will connected or related with motivation in building the inspiration that has positive resulting to the company performance.

Individualize Consideration, consistent with the research of Sanit Nunil (2016: 178) that

studied about the development of strategic social responsibility model for the sustainable performance of hotel industry in Thailand that found the transformation leadership has positive resulting directly to strategic social responsibility which consist of individualize consideration and have a good understanding of other people.

Intellectual stimulation, from the research Intellectual stimulation not effect to the social responsibility of recycling business in Bangkok Metropolitan and Vicinity. Which is consistent with the research Yuparin Limsuwan (2003: 93) that has studied about the perception of transformation leadership in quality of life and commitment to organization of Mass Communication Organization of Thailand's staff in headquarter that not found the perception of transformation leadership in intellectual stimulation aspect has relation and commitment to the organization with statistical significantly. Also found that the research of A.D., Waldman, S.D., Siegel & M. Javidan. (2006: 178) has studied about factors of transformation leadership of organization management and social responsibility to organization performance. The studied know that transformation leadership has positive result to intellectual stimulation and social responsibility that the leader should have are not only intellectual but the leader also have to emphasize on the company strategy Jensen, Potocnik & Chaudhry, (2019: 15-21) have studied about the blending of transformation leadership and company performance by the research found that transformation leadership will connect or relate with intellectual stimulation that has positive result to the company performance.

Transformation leadership effect to the social responsibility which consistent with Du, Swaen and Sen (2013: 160) studied of roll of the work operation leadership format in social responsibility aspect that found the marketing stakeholder and transformation leadership has positive result with the guideline of social responsibility of the organization.

Suggestion

From the research about guideline for transformation leadership development that effect to social responsibility of recycling business in

Bangkok Metropolitan and Vicinity. The researcher has the suggestions as follow.

The suggestion to apply

From the research about guideline for transformation leadership development that effect to social responsibility of recycling business in Bangkok Metropolitan and Vicinity in aspect of Ideological Influence, Individualize Consideration and Inspiration. The business that want the transformation leadership to have social responsibility must build the leader to have all those three mentioned aspects.

The suggestion for next research

2.1 Should study about development guideline of transformation leadership that effect to social responsibility of recycling business in Bangkok Metropolitan and Vicinity with other business apart from recycling business.

2.2 Should study about development guideline of transformation leadership that effect to social responsibility of recycling business in Bangkok Metropolitan and Vicinity with population in other area apart from Bangkok and Vicinity to compare the research result.

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