

A CONCEPTUAL FRAMEWORK FOR ENHANCING INNOVATIVE WORK BEHAVIOR OF AIRPORTS OF THAILAND PUBLIC COMPANY LIMITED

Patsiri SUWANNAPIROM¹ and Supattra PRANEE¹

¹ Suan Sunandha Rajabhat University, Thailand; s63484945035@ssru.ac.th (P. S.);
supatta.pr@ssru.ac.th (S. P.)

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ABSTRACT

Airports of Thailand Public Company Limited (AOT) is a firm of tourism industry which serves development guidelines under 20 years to support logistics system in Thailand and connect with others region around the world. Tourism sector has high value that drive economic growth, whereas sector itself benefit technologies to strengthen service level. Thus, AOT Digital Platform has been introduced to motivate AOT to be digital organization which compliance Thailand 4.0 and Digital Transport Strategy. This paper aims to propose a conceptual framework for enhancing innovative work behavior of Airports of Thailand. By using the documentary research technique in studying related literatures. The results revealed that model of enhancing innovative work behavior of Airports of Thailand consists of job well-being, perceived organizational support, transformational leadership, work engagement.

Keywords: Airports of Thailand Public Company Limited, Innovative Work Behavior, Transformational Leadership

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INTRODUCTION

In 2021, the Coronavirus Disease 2019 (COVID-19) spread across the world which affect the economy, lifestyle of people that change to be new normal for Thai and the others part of the world. It is interesting to note that the increase of vaccines improvement to reduce the spreading of the Coronavirus Diseases 2019 (COVID-19) has been initiated and accelerated. The distribution of vaccines also introduced around the world. Thai government began the campaign of social distancing and quarantine for international passengers to move forward reopening the country (Airports of Thailand, 2021).

The implementation of vaccine to handle the number of patients within Thailand includes using mask and social distancing to control infectious disease (Kim and Liu, 2021, Lau et al., 2020, and Petersen et al., 2020). The previous studies indicated that the restriction and number of passengers has been minimizing since the expansion of COVID-19. The flight delayed and reduced at Airports of Thailand.

Airports of Thailand (AOT) applied policies to adjust the situation by focusing on safety and hygiene, technologies and facilities for services inside the airports to secure the quality of services. AOT launched the guidelines for operation of air traffic managements in short term and long term. In addition, AOT improved a non-aeronautical business to extend opportunities for business that are related with aviation. In tourism aspect impact on aviation changes which challenges may occur in the future which the organization has to adapt to survive. The organization management is ready to solve any problems that will happen.

Work behavior is crucial for organization to solve problems to create new things that promotes innovation within the organization. Therefore, creativity work behavior is essential for staff to have within organization. This could solve problems for the organization and change the concept of work to be more creative and efficient. Creativity and innovation are more effective when it becomes an attitude that serves as an identity of who the staff are when they function as a team or leading their organization to develop a strong working partnership with one of their stakeholders in preserving knowledge on being sustainable with the business operations and supporting new concepts that appreciate efficient methods that lead into gaining effective results. With a strong attitude for creativity and innovation, the organizational staff or management disseminate the practical values in the form of sharing knowledge to help others within the organization to see how results can be produced from a different perspective and to embrace the new method. An organization sets the climate and working environment for being creative and innovative when encourage others to apply knowledge as a form of test in seeing if its relevant or updated, or to help them seek new knowledge by asking questions to help them get a better overview of how the output of their work can be improved on a standard scale.

LITERATURE REVIEW

This section provides a brief literature review on the variables used in the current study.

Innovative Work Behavior - innovative work behavior illustrate as the concept which recommend the results from the problems (De Jong & Den Hartog, 2010). Sharing of information within organization also initiate creativity work behavior (Dong & Hawryszkiewicz, 2019; Shujahat et al., 2019) . Moreover, it can transfer essential knowledge between staff to improve organization to be better in term of management (Amabile & Pratt, 2016). The environment of the workplace enhance staff to face with challenges which create the new method for organization (Halbesleben & Wheeler, 2015). The literature review shows that innovative work behavior consists of four elements include opportunity exploration, idea generation, championing, and application.

Job Well-Being - The most common use concept of well-being includes psychological well-being (PWB) and subjective well-being (SWB) to represent overall staff well-being. Gerhardt et al., (2021) investigated on the extent of different social stressors showing distinct patterns

of associations with well being and health. Akutsu, Krishnan & Lee (2022) provided a perspective on organizational shaming and its impact on the health and wellbeing of workers. From the literature review and analysis of job well-being can be indicated by subjective well-being, psychological well-being and objective well-being.

Transformational Leadership - James Macgregor Burns introduced the idea of transformational leadership in 1978 when he was carrying out a descriptive research study on political leaders, which gathered the interest from the field of organizational psychology and management later on as some modifications were made by Bass & Avolio (1994). Transformational leadership find the way to motivate staff into a great deal that leads to the outcomes (Elliott & Asghar, 2014; Ghasabeh, Soosay & Reaiche, 2015). Being a leader, staff concentrated on the situation which is essential for individual to develop skills. (Johnson et al., 2016). From the literature review and analysis of transformational leadership can be indicated by idealize influence (charisma), inspirational motivation, intellectual stimulation and individual consideration

Perceived Organizational Support - perceived organizational support is when staff received values and rewards from the organization (Kurtessis et al., 2017). In addition, working systems can response to the aim and objectives of organization (Colakoglu, Culha & Atay, 2010; Yang et al., 2018). The support of organization that benefit work performance is essential for staff (Shen et al., 2014). Being treated to satisfy staff conditions in the positive way will improve organization (Colakoglu, Culha & Atay, 2010). From the literature review and analysis of perceived organizational support can be indicated by career development opportunities, organizational rewards and job conditions, leader member exchange and pay level satisfaction.

Work Engagement - work engagement refers to challenging which staff can solve problems, improving innovation within organization and connecting staff to be a teamwork (Maslach, Schaufeli, & Leiter, 2001). Staff response to policies and practices of organization to engagement (Bakker et al., 2008). Work engagement maintain strong connection between individual and organization. Human resource is the main responsive way to manage work engagement in the organization (Christian et al., 2011). Whereas staff found work engagement more enjoyable, they turn into effective work (Akhigbe & Osita-Ejikeme, 2021). Work engagement can be defined that the happiness of staff impact on job well-being that leads to higher level of work performance (Salanova, Schaufeli, Xanthopoulou, & Bakker, 2010). In addition, the goal of organizations concentrated on the development of staff's well-being in positive manner to have better environment within organizations (Crawford, LePine, & Rich, 2010; Akhigbe & Osita-Ejikeme, 2021). The literature review shows that work engagement consists of vigor, dedication, and absorption.

Relationship between Variables

Work engagement is a fundamental antecedent of innovation work behavior (Miller & Miller, 2020). Fouzia, et al., (2018) analyzed how perceived organizational support, indirectly and directly, influences on citizenship behavior through wellbeing and work engagement. Transformational leadership proved that there is a positive effect toward positive employee behavior as stated by Tjahjono et al. (2018), Hanaysha et al. (2012), Kouni et al. (2018) and Mangkunegara (2019). Work stress has a detrimental negative effect on employees' mental and physical health and directly damages the company's performance (Dima, et al., 2021; Said & El-Shafei, 2021). Perceived organizational support is an employee's belief that organizations care about their psychological well-being and providing support to employees (Afsar & Badir, 2017). Bantha & Nayak (2020). Perceived organization support awakens the willingness of employees to work for the psychological well-being of the organization and contributes positively to the achievement of organizational goals (Darwish et al., 2020; Islam et al., 2020). Transformational leaders have a positive influence on enhancing organizational innovation (Bass & Avolio, 1994).

RESEARCH METHODOLOGY

This study applies qualitative research. Studying related literatures consists of Thai literatures and foreign literatures. Collecting data from documents, researches and textbooks. analyze information that cover all findings in the research. Then grouping information to create questionnaire. Data were analyzed by using inductive method.

FINDINGS

According Figure 1. model of enhancing innovative work behavior of Airports of Thailand consists of job well-being, perceived organizational support, transformational leadership, work engagement.

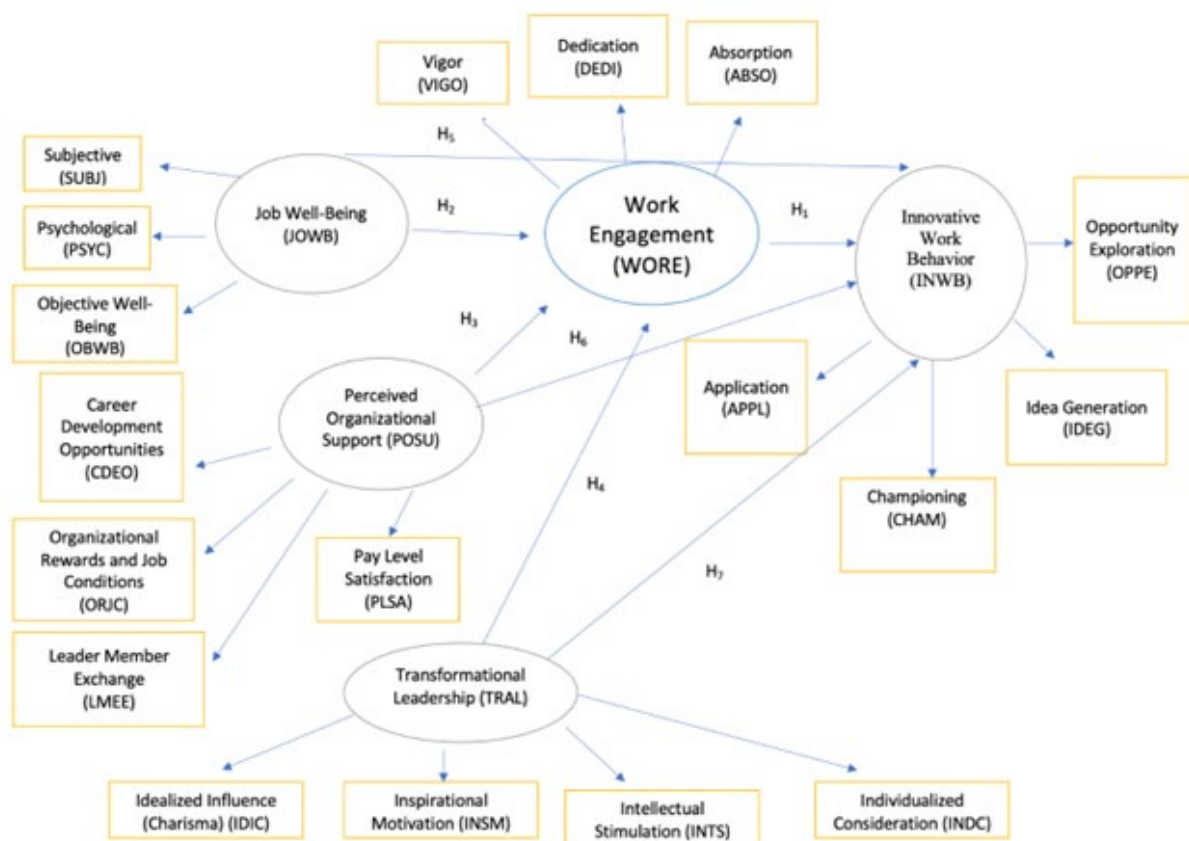


Figure 1 Conceptual framework for enhancing innovative work behavior of Airports of Thailand

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