

# Establishment of a Survey Research Conceptual Framework on Management

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## Abstract

Research is a process of searching for knowledge by a scientific inquiry which is acceptable, reliable and considered to be the best at the present time. The body of knowledge gained from the research is be put to use and be beneficial for mankind continuously and endlessly from the past, present and in the years to come. The main issues of research are composed of a search for knowledge, a method of putting knowledge to use, an implementation of knowledge and an evaluation of the above process. To put it another way, a research process is in line with problem resolution or development which starts with the following process; (1) survey of the existing condition/problem (2) creation or development of problem resolution (3) implementation of process and (4) evaluation. However, the most important process of them all is the first follows that if a diagnosis of that illness is completely wrong, it will, by implication, eliminate the whole approach. Therefore, the first step of a research in a survey research which, in turn, is very important. Considering deeper, it is found that this fundamental issue should be kept in mind so that the final outcome of the survey research is modern, timely, and able to rightly and appropriately be put into use. Therefore the design of the conceptual framework is first and foremost important. There are several forms of conceptual framework. One of which is theoretical framework where by most of the knowledge are brought from one or more theories and put together to serve as a new conceptual framework for research. As of the conceptual framework, it is a gathering of knowledge from research findings, writings, articles or concepts of one or more academics and put together as a research framework, from which the research process can be carried out. This article introduces five dimensions of research conceptual frameworks as follows; Review of Literature, Grounded Theory, Rational Conceptual Thinking, Knowledge Management and Integrated Concept.

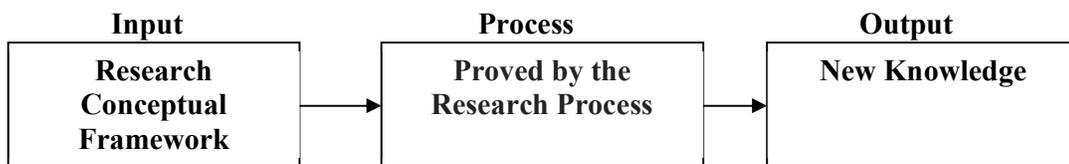
**Keywords:** Review of literature, Grounded Theory, Rational Conceptual Thinking, Knowledge Management, Integrated Concepts

## 1. Introduction

Research is the process of acquiring knowledge based on reliable scientific process. The knowledge of findings will be used to be a benefit for themselves, community, society, nation or global society. The key process of research is the search for knowledge (exploration), to create a knowledge based utilization (creating strategy or innovation), to implement it (to solve problem or develop) and evaluate strategies (evaluation). What is more important; it can be seen that the overall research process is similar to the solution process or development starting from (1) the exploration of significant issues of the Survey Research, (2) the creation or development of a solution method (Solving or development Method), (3) to bring the method to implement (Implementation), and (4) to evaluate the method (Evaluation) which is called R & D (Research and Development).

So, the first step important of research is the exploration or the survey research that means explore about phenomena or situation that appear focusing on collecting data only (do not create the situation) and then analysis to explain what it is, what factors relation , what impact etc.. However, of the steps mentioned in the beginning, the first process is of greatest importance; if first step is incorrect, the following one is inevitably incorrect. The process of exploration of the problem or condition, therefore, is more important. In a similar way, the process of medical diagnosis of illness is made in an incorrect way, finally bringing about a mistaken result; meaning it can't cure the ailment,

In conclusion, the process of finding out the problem situation or condition is not really true, the gained knowledge would be incomplete; it couldn't properly lead to solutions or effective developments. So, it can be said that "The Survey research is the most important step towards the other research following. The survey research most be used in the social science research was the research for studying on the natural fact without putting the treatment and manipulate any in the issue, it is important as the introduction research that is the researcher need to use this research for getting the introduction knowledge before the Experimental research further. "However, a very important requirement of the survey research process, when considered deeply, is realization of goals or outcomes of research, that is, the body of new knowledge which is good, modernized, and able to be appropriately applied in response to academic need and social development. Creating a new knowledge by research process can be considered from the following systematic chart;



**Chart 1:** System of making knowledge based on research

From the chart it is noticed that the input refers to the research design in which the system of concepts is arranged or structured in a favorable pattern before being proven by the research process and analyzed by means of research methodology. It is through the scientific method that the body of new knowledge will comes as a result. )Kanjanawasi. 2007 : 37-38 (

The making of a research conceptual framework is to take the researchable issues, variables of the research as well as its process in connection to the relevant theory in the descriptive manner and a diagrammed chart or in a mixed fashion mixed of both. A good conceptual framework of research has to vividly provide us with the guideline of relation between the research components that are being studied. It is used as a framework to determine an area or boundary and a form of the research as well as to develop a methodological instrument of the research. Besides that, the conceptual framework also helps to shape as to how to collect and analyze the data of the research. The conceptual framework is of approximately three main types of forms: Theoretical framework, conceptual framework and research framework. The first one, theoretical framework, is to synthesize a lot of knowledge from any theory or many theories as a framework of the research. Somewhat differently, the second form is to bring knowledge from various sources such as the related research or writings, an article, academics' concepts to be used as guiding framework, which is well known as conceptual framework. The last form of the research framework denotes the display of stages in carrying out the research, preferably, in textual report or chart.

However, in reporting of research, dissertation or even report writing, if we are able to adopt the academic framework and to adapt it as a guideline of the work, it is the academic work, which is more reliably acceptable and systematically presents ideas. In addition, the conceptual framework reflects a significantly differentiating point between common education, a dissertation and a research; more importantly, it is also an indicator of academically standardized value showing significant difference between levels of a graduate education and postgraduate one. In the past, however, most of the academic works have not used the conceptual framework at all; if any, there are just irrelevant points. Especially, so far the conceptual framework for analysis has not been utilized systematically and completely. (Wiratchanipawan .2010 : 1) What is more important for a researcher is to take into account the building up of the conceptual framework of the research and to understand and to explore the research questions that need to be clearly answered: for example, why do we do this research? What is its problem? What did we know about the related research? What are more evidences that are lacking of and must be added? Where is any limit and logical inconsistency in the research to be clear of? How is there any relation between the key concepts, main factors or variables? What theory is pertinent to the research? What does this research help imply or expect in the future? What is conceptual framework of the research? Are we satisfied about this research design? etc.

As a result, writing the conceptual framework of a research seems rather difficult for the beginning researcher because of his own possible confusion, not understanding the philosophy of a research. Even though having studied the concept, the theory and the related research, he (the novice researcher) can possibly feel confused because the conceptual framework of each research has been written in different ways. According to the above mentioned reasons, it can be summed up that conceptual framework, when crystallized into the definite plan of the research and substantiated by the research process, plays a major part in generating of the body of knowledge of the world, which is actually and widely acceptable in terms of academic value.

## 2. How to make a research conceptual framework

Let us consider the five procedures in building up a conceptual framework for research. Formation of the Conceptual framework for the research depends on five primary sources; Literature Review, Grounded Theory, Rational Conceptual Thinking, Knowledge Management and integrated Concepts. Carefully consider respective details as follows;

### *Literature Review*

The conceptual framework is conducted by emphasizing significance of knowledge already recorded or written by other researchers in a literature review. Such is the process of making a conceptual framework which starts with clarification and conclusion of the theme of concepts, theories and relevant researches that is placed as a research framework. The method is regarded as suitable one for the beginner researcher who lacks the enquiry experience and expertise in research methodology (Prasitratasin .2003: 79)

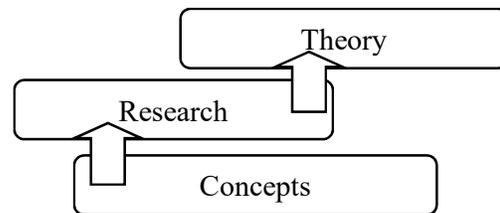
**Concept** The term 'concept' refers to mental image or representation shared by a member of the community or society about a specific issue. The concepts are determined by cultural codes and linguistics as well as social contexts, in which people as member of the same community live together and can communicate with one another. Directly through the naturally shared concept, people with cognitive ability can understand what are social values and meanings of things and what it should normatively be. The concepts, however, manipulated by social conventions, may be changed in accordance with the changing stream of place and time.

Concept, therefore, can be interpreted differently on the basis of subjective filters. Briefly speaking, concepts represents thought, opinion, belief, a point of view, outlook and mental image about concrete and abstract things. Importantly, they can be true or false. In the philosophical aspect, concept, called in Thai “Manothat” refers to a mental representation consisting of similar core denotative features but different in sense. In addition, concepts arise from the following elements: observation, contrastive comparison, analysis, categorization and conceptualization for one’s own understanding. The conceptual dimension has been written in the form of academic documents, articles or even comments of professionals to explain some phenomena with rational arguments. )Bogardus .1926 : 212-225)

**Theory** According to the Royal Institute Dictionary 1999 edition, the term “theory” refers to a viewpoint, an idea or seeing based on principle speculation for systemized validation of reason and a foundation to data and phenomena. Besides that, many scholars such as Kerlinger (Kerlinger .2000 : 450-455) clarify the definition of theory, saying that theory is a statement of concepts or a systematic hypothesis about a natural phenomena by indicating explanatory relation between variables in order to explain and predicate results which will appearing. In addition, the term “theory” means a scientific statement for elucidation of situations or phenomena, thereby to answer the question as to why such situations or phenomena happened. Theories can be categorized into two types; (1) Different hypothesis examined by observations and experiments, for example, gravitational theory. (2) System of coherent concepts. Schermerhorn Hunt and Osborn )Schermerhorn, Hunt and Osborn. 2000 : G-11) say that a theory is a set of systematically connected concepts and hypotheses, by means of which events and their complex relation can be explained and predicated. However, Prachaphruek )1999 : 7( States that a theory is believed as a set of principles and statements with reference to truth or interrelated sets of generalizations deriving from various concepts substantiated to some extent by empirical experiments. And Losuwannarat 2006) : 5 (Remarks that a theory is a set of concepts that’s related to use for explaining the interested phenomenon of a study issue. The theory, therefore, means an assumption of concepts has been examined and tested many times by using logical means such as observation, research, and experimentation which, suddenly, become rules that explain facts, anticipate and predict events generally related to phenomenon correctly and logically causing an understanding of accepted reality and consequences which can become rules. The result of a concept’s assumption, thus, becomes a theory.

**Research** The related documents means documents/academic papers that have been prepared or published in such printed media as books, journals, encyclopedias, newspapers, dissertations, research reports, archives, annual reports etc..Or there’re recorded as visual media; audio tape, video, VCD, DVD, etc... Or there’re recorded in electronic document; CD-ROM databases, computer networks, E-book, E-research etc...(Neuman .2003 : 67). The related research, however, means research that’s been done concerning issues, content or variables also included that required study. The related research may be in other subject fields from the research being studied. For research, there’re many terms such as research reports, theses, independent studies, thesis, dissertation etc. which were published both locally and/or abroad (Wiersma .2000 :51-63 ; Neuman .2003 : 70-74 ; Phuttanbet. 2003 : 5-23). There’re several sources of literatures such as textbooks including Libraries; Encyclopedias, Dictionaries, Alphabetic index, Annual books, Thesis, Independent studies, Dissertations, Research reports, Journals of various agencies, Daily or weekly newspaper, Official documents, Microfilm, Websites, etc..

Knowledge development, however, is recognized to originate concepts, and then concepts are verified through research processes. If proven and verified to be true, the concepts will become a theory, that is, a set of generalizations that can systematically explain a given phenomena. The theory is made up of concepts and statements referring to their coherent connection (Walker and Avant. 1995). Development of the theory or knowledge to be more recognizable has to depend upon the scientific method, and a reliable theory must be verified by research process. Eventually, it is concluded that the research and the theory development both are to be integrated in a double helix.) Williams and Wilkons. 2007) consider the following chart.



**Chart 2:** Display of knowledge Development

How to make a research conceptual framework by reviewing the literature, the researcher must review the following document; the concepts, the research and the theory which can be found in the texts, the book, the journal etc. and then do understanding in the issues we need to be using by analysis and/or synthesis,. So, the important, we must refer what the issue we use as a research conceptual form concepts or theory or both and by whom, we must answer the question what concepts or theories are the research concept base on. For example, we establish the research topic is the working motivation we need to search for the theorist who has a theory about, like this we may found the Herzberg's Two-Factor Theory, or Theory of Hierarchy of Needs of Abraham Maslow et cetera.

In conclusion, the making of a conceptual framework design begins with focusing on the significance of well verified knowledge which is previously documented, which is called the literature review. Therefore, creating a research framework with focus on the recorded knowledge by analyzing, extracting and synthesizing of literature related variables (Concept, Theories, and Research). Researchers, however, can't refer to variables by spoken language, but require correct technical terms, after that search there're knowledgeable persons who define variables, then take these definitions for analysis, classification, discrimination, consider similarities and differences and point out strengths and weaknesses of each definition. Finally, synthesis using logical consistency integrated into new definitions in order so there is minimal weakness.

### **3. Grounded Theory**

A ground theory is defined an inquiry approach of qualitative research to discover variables or elements of independent and dependent variables by the way of a field method. This approach also has been used to find out the variables in a pilot study or survey study before doing an authentic research. Its method is not different from the research but having a more narrowly limited scope of study. The purpose of this approach is to test various stages of the research and to know whether there is any problem to solve in advance. In addition, the pilot study can

be used for the exploratory research by informally collecting data and searching for some findings. The format of the pilot study, which frequently has been used in the present days, is focus group interview under assumption that informants enjoy to participate sharing the point of views about some topic or issue. The Data collected from such ground theory based approach is qualitative one and leading to the quantitative study.

Grounded theory has been attributed to study of social phenomena on the ground of social reality. The theory is disclosed, developed and verified by systematically collecting and analyzing data in phenomenological contexts. The grounded theory has the basic assumption that understanding human beings' behavior or existence relies on their procession of an institution of or making value and meaning of their own surroundings. On the basis of this hypothesis, methodology of the social research emphasizes social phenomena, therefore creating concepts and interconnecting different concepts. Thus, we can draw theoretical conclusion from social phenomena. It could be said to take a grounded theory method finding variables and research conceptual framework is to create a new knowledge that wasn't knowledge recorded in various media, but it's knowledge from real phenomenon. For example, however, were a Pilot Studies is to survey first before the actually study from several views do they, look like virtual reality but have a narrower scope, a searching of variables form phenomenon, a testing procedures whether correct or not – there's problems must be solved before or not. Pilot study, generally, using a qualitative analysis, these is different from research using secondary data. Thus, the pilot study method commonly used was; (Serirat and Others. 1998 : 21-35)

**Focus group interviews;** an unstructured interview, does not determine question and answer but is flexible, it'll meet in a place designated, generally consisting of an interviewer or group controller of about 6-10 persons and there is one who interviews, and other member as answerers with same questions. The topic could be really about feelings, anxiety or tension, or comment on opinion on any deeply felt issue. An operation will be controlled by the group management (Moderator) according to direction of determining issues involved.

**Focus group discussion;** a specific discussion of issues by Moderator who points at the issue in discussion to strongly convince the group to comment on the issue or concept and approach through deep conversation (Thailand Research Fund ]TRF .[.2008. Website(. Participants will be persons related to the problem or who could be expected to give information concerning studied subject as well )Malai and Pankarw. 2005). Moreover, there's also a group with economic, social, career, features from various similar backgrounds )Fuengfoo and Others. 2008: Website(

**Depth interviews;** a depth interview is made without formal structures and specific contents of the issue. The researcher can ask many questions in depth and in persuasive and comfortable climate among the researcher and informants or interviewee to get correct data and actual reasons pertinent to the research problem. In other words, in the first stage of the research, the depth interview does not need the structure of profound details. In similar way, the depth interview assembles. The role of interviewer must be highly skilled such as to take many questions to get further opinions, encourage participants to answer freely without influencing the direction of commenting etc.

The development of grounded theory based conceptual framework of the research is interesting in the fact that it is known as a process of exploration of the undiscoverable and new variables from social phenomena. So, it is considered as a progressive process. Overall, when such conceptual framework has been verified by the research process and method,

thereby it is true and correct. It, therefore, is able to be definitely confirmed that the ground based conceptual framework is true and valid. Fortunately, through such process, we can have the best findings and a modernized body of knowledge.

### ***Rational Conceptual Thinking***

Besides studied research and related theory, the research conceptual framework will also be from ideas and experiences of the researcher as well as those who may be an experienced and proficient enough (Prasitratthasin. 2007) which presented concept of variable or relation between variables and phenomenon that's from the researchers' learning, experience and working (Beoson. 2008), principle of the research conceptual framework design is based on rational conceptual thinking in which there're many concepts supported as follows;

*Logical Thinking*; A concept is to think about an existence condition of being, or features that arise from interaction of mind, consistent patterns matched perfectly including; conceptual thinking, logical thinking, imagination, spiritual intuitive and creativity etc... (Sutharat. 2004). It's to think which mean infinite changes according to the mental junction called suggestive passive reception including; **reflection**, serious thought meditation and cogitation which lead to an active approach. These are show mental action such as the conceptualization and the problem solving as well as the mental operation (Siegel. 1988) .

Logical Thinking is based on *Rationalism-the theory accepts that human can be able get to truth by using reason without need of experience, believe in a priori knowledge that is absolute truth without going through experience, and it is the necessary truth such as two plus two equals four. This theory assumes that all events are caused which contrasts with a posteriori knowledge depending on experience as a judge.*

In addition, Logical Thinking is analytical thinking with reasoning to solve a problem by considering circumstances and information whether it is fact or not (Gagne. 1977). This concept associated with solution by assessment what the best way to follow that would lead to acceptance when correctly attaining a reason to adequately understand (Freeman. 1988). However, the elements of Logical Thinking involve 8 reasons (Office of the National Education Commission. 1997) including; destination, question issue, information, empirical data, reasonable concept, hypothesis, adoption and consequences, and conclusion and reference.

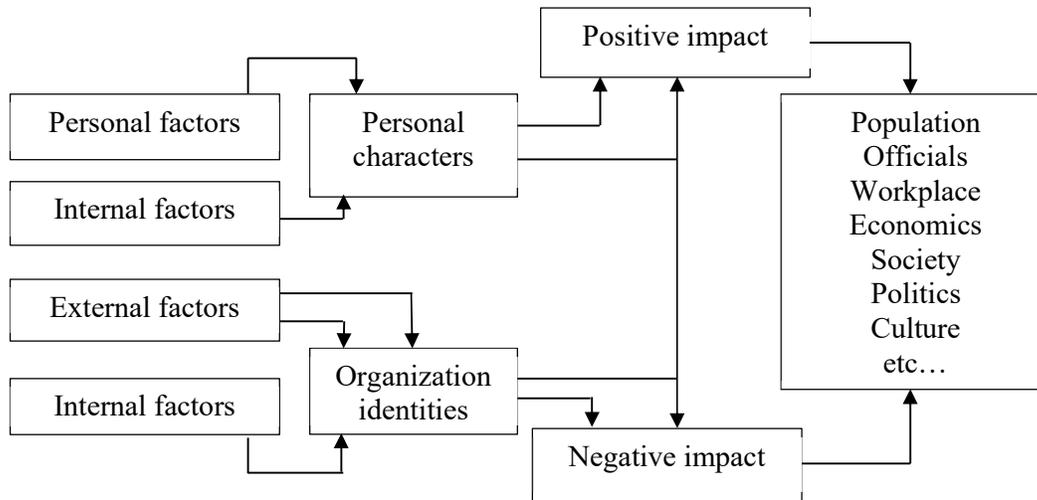
*System Thinking*; System Theory believes that the Universe is unit of a system which is developed into various sciences expressly cybernetics. After that, however, this theory developed into Complexity Theory and some as Chaos Theory (Bertalanffy, L. V. 1968). System Thinking is to manage thinking systems consisting of Input, Process, Mechanical controlling, Output and Feedback. Then, offering a complete system conceptual format (Keammanee. 2002). There's a resemblance linking overview to visualizing all, known as a synthesis and seen interactions' various systems both in deep and broad relationships, as in complex relationships caused from a thinking process called "Holistic thinking", (Ponphan Phumphoo. 2008) these include (1) Direct system; to think and continuing action directly and have a one target particularly without a classified patterns base on human's thought, but focus patterns on goals or objectives divided into 3 types which are to think, know and understand the system unit, to analyze and evaluate the system unit, and to design and establish the system unit. And (2) Indirect system; the system thinking based on a thinking basis such as analysis, metaphors, synthesis, creation, evaluation etc. there're academicians, however who took this concept adapted/applied it so it can be used as well like Buriphakdee (1998) and the Local Community Development Institute (2007) and so on.

***Yonisomanasikāra Thinking***; this is a thinking method based on Buddhist doctrine is to consider a valuable focusing as do not underestimate or precaution. It's appeared from the Tripitaka, Volume 19, Sangyudtanikaya, Mahavak, items 464, page 129. On other hand, it's religious topics for prosperity with wisdoms more dependent on humanity appeared in Tripitaka, Volume 12, Angkudtaranikaya, Jatukkanibata, items 268-9, page 332)Royal Academy. 2005(. This thinking means to use thought correctly, intelligence thinking, know how to think, be able see everything by considering and finding originated throughout results, distinguish conditions and relationship of factors )Phrapromkunapon. 2006, 2008(, there're 10 means; the Inter-dependent, the Analysis, the Three Streams, the Problem Solving, the True & Artificial Value, the Moral Development, the Three Dimensions, the Cause Effect Relation Theory, the Now Theory, and the Dialectic Theory.

***Paticcasamuppāda Thinking*** ; as one of Buddhist doctrines or the relativity theory or conditioned genesis, a rules of the interdependent occurrence of everything called the dependent origination (K. N. Jayatilleke. 1989), it's way is to understand human life for release suffering or to describe the existence/rebirth relief cross )Phantasen. 2001 ; Siriwarun (Pen name). 2005). Paticcasamuppāda explains social phenomenon by rules of continuity of each other on human's routine and natural phenomenon. There're 13 factors; Un-knowing (avijja), compounded things (sangkharā), consciousness (Vinyana), name and form (Namarupa), sense-field (Salayatana), sense-impression (Phatsa), sensation or feeling (Vetana), desire (Tanha), attachment (Uopatanna), becoming (Pava), birth (Chati), decay (Chara), death (Morana),

For conclusion, to show various concepts such the *Logical Thinking, the System Thinking, the Yonisomanasikāra thinking, and Paticcasamuppāda thinking*, the author would like to briefly inform that everything in the World or Universe doesn't happen illogically, but happens because of a cause factor. All concepts, thus, explain that everything is linked together. So, this basic thinking can be better able to design a research conceptual framework. By beginning on *creative imagination, then try* to think of rationality as a factor of interaction among variables in real phenomenon. It's better, if researchers have knowledge, experience, research methodology and understanding about the topic.

By this time, one needs to consider a study framework of Management which will be a research issue. The analysis and synthesis of knowledge on Public Administration, however, conclude those issues related for two )Wiratchawipawan. 2010 : 2-3), there is only the feature of human and the organization; (1) there're issues concerning organization such as the Management Resources) **3M-11M ect..**), the Function of Management) Planning, Organizing, Leading and Directing, Controlling ect..), the Results of Management (the organizational Quality, the organizational competencies, the organizational capabilities, the organizational effectiveness, the organizational performance ect..) (2)The issues concerning human are; knowledge, understanding, perceptions, feeling, attitude, opinions, behaviors (ability, skills ect..) which are summarized in the following chart.



**Chart 3:** Model displaying causative and effective relation of a conceptual framework

After identifying variables and relationship variables briefly by Rational Conceptual Thinking first, finished continually (next step) is to search for and identify elements and indicators both independent and dependent variables by literature review later to confirm even more how rational thinking will establish academic credibility. This method corresponds to principle of forward thinking and backward thinking, forward thinking is to think sequentially considering causes to results or from beginning to end, on the other hand, backward thinking means tracing or thinking reverse from results to causes )Jumnong Thongprasert. 1985). Backward thinking uses in many patterns such as the Basic Education Office (2009) with presented the Strategy of Working Backwards and applied, it to learning activities for training their students' thinking skills, starting from final data sequence step by step to receive an initial data )Kannika Duangjirapha. 2002(. Both forward thinking (like we count the number from one to ten, we think about any issue from start to end etc.) and backward thinking (like a counting number from high to low or ten to one or thinking about issue from the end back to start), however, were similar, but only different as a sequence from beginning to final or final to beginning.

In conclusion, creating a research conceptual framework by this method is to give opportunity the creative imagination being in the researchers themselves, it's progressive or lateral thinking, and when it's peaceful, will review the literature confirming creditability, thus, it's hold on starting with backward method and finish with forward method.

#### 4. Knowledge Management Concept

This method is based on the belief that a research conceptual framework determined by the expertise's experience resulting in a very good and modern framework, this is called "Knowledge Management". There're academicians using definite Knowledge such as, knowledge gained from study, learning, research, experience including practical ability and skills, thus it's justifiable belief as true (Firestone & McELROY. 2003). Knowledge is the use the valuable information from experience, judgment, thinking, values and human problems to analyze these and to apply them for performance or solutions (Tiwana, 2002), knowledge is what and how to accomplish with efficiency and effectiveness (Saran Chookiet. 1998) knowledge is information that leads to performance )Phanit. 2005). Besides, classification of

knowledge has had widespread popularity thorough to Michel Polanyi and Ikujiro Nonaka (Wichienpanya. 2004; Bunyakit and others. 2006; Cheatiew. 2005) which divided knowledge into 2 types; (1) **Explicit Knowledge**, a knowledge that has been collected and can be conveyed through various means such as the written records, documents, manuals, media etc... and (2) **Tacit Knowledge**, a knowledge gained from experience, talent, intuition of individual by understanding many things such as work experience, skills, or what we know or have seen and so on.

Therefore, this concept's main idea is to take **Tacit Knowledge** to create a research conceptual framework. However, persons may be deemed a scholars or special individuals and referenced to a "knowledgeable people" for example; the experts, highly qualified persons, scholars, knowers, intellectuals, philosophers etc... When the one is considered, one should have be qualifications, knowledge, competence, performance as standard or superior to others in the same field (Phanthuphuck. 2013). Creating a research conceptual framework by knowledge management should be done as follows;

**Knowledge Identification;** Identifying sources of knowledge or knowledgeable persons related to the research's topic, it may it be consider qualifications mentioned such as the experts having experience with the concerning topic, Nevertheless it should focus on experience and research in matters relating to research's topic that's undertaken.

**Knowledge Creation;** a synthesis of knowledge by exchange learning among researchers and/or knowledgeable persons, there're many patterns, for example; (1) **Pattern of research report according to curriculum**, such as Thematic, Case study, Independent Study, Thesis, Dissertation etc. it' can be said such a pattern is knowledge management in research because of following reasons: 1) there's a research advisor, research process, the Educational institutions usually appoint Lecturer one or more as a Research Advisor to respond for advising and guidance all of research processes, and 2) the Research Examining Committee, after students have prepared the research proposal completely, they are generally required to enter into the proposal examining process. This process will be tested by the experts or specialists who had been appointed by the institution for asking an understanding, critical, comments and suggestion making research of quality and completeness even more. (2) **Pattern of researchers**, a research sometimes belongs to researchers, so they usually will have discussions about all the research processes. They are held so as to extract the knowledge from researchers' experience sharing together for more complete research. (3) **Pattern of Research Committee**, some research may be offered funds which must be approved by the Research Committee. However, they usually consider asking for improvement on a research conceptual framework, increasing of variables or details, need for increasing research results, deeper methodology etc. (4) **Other pattern**, there's also many methods considered as Knowledge Management which could be informal such as researchers having and exchanging knowledge personally etc.

**Knowledge Organization;** After the exchange of knowledge both formal and Informal, researchers must systematized knowledge or improve the research framework more completely following information learned. This is a continual analysis of issues.

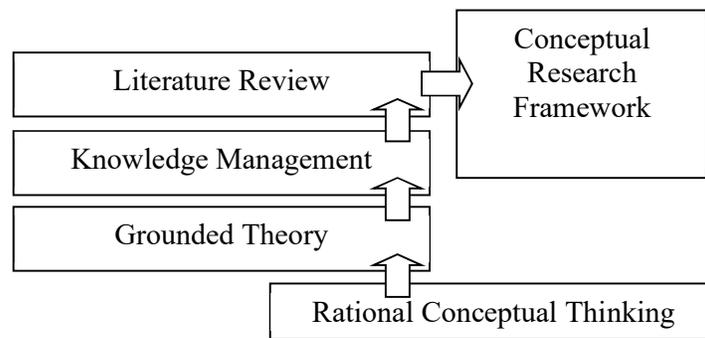
**Research Framework Conclusion;** conclusion of a research conceptual framework includes all of the Component Conceptual Framework, the Relationships between in the variables Conceptual Framework, and the Process Conceptual Framework. This so that the research conceptual framework passes the screening process is at the high level.

**Confirmed Literature;** in order to have credibility even further, researchers should find concepts, theories and research related for confirmation or supporting the research framework which is created by the Backwards thinking method, operating and following as the same Rational Thinking method.

Conclusion, a creation of a research conceptual framework by knowledge management is to take Tacit Knowledge through a screening process. However, it is understood that the best moderation of knowledge is the research process itself. This principle focuses on knowledgeable persons or experts. The method is to exchange learning both formal and informal. Then, synthesize it as a research conceptual framework. And finally, in order to be generally accepted, there should be literature review confirm the final sequence.

**Integrated Concept**

The author believes that this model reference the best design of research conceptual framework because it perfectly combines possible designs for every model. It begins with design by researcher’s findings what the interesting issues are, what assumptions are in mind, the processes of design, and the search for additional variables based on Grounded theory. Then, to take a Knowledge Management by learning, exchanging or sharing of knowledge with knowledgeable persons or expertise, and finishing with a literature review to confirm reliability of research conceptual framework. However, this design may be suitable for an experienced researcher, or one who has enough expertise in research methodology such as may be seen through both quantitative and qualitative research as well. Starting from researcher, thus, is to use imagination boundaries to get processes novelty for the research conceptual framework. When the research conceptual framework has been proved by research process, the output will be a new knowledge magically, as revealed in the following chart;



**Chart 4:** Creating a framework by integrated concepts

There’re 4 steps in creating a framework by integrated concepts;1 ) Rational Conceptual thinking, 2) Grounded Theory, 3) Knowledge Management, and 4) Review literature Concept. The details are as follows:

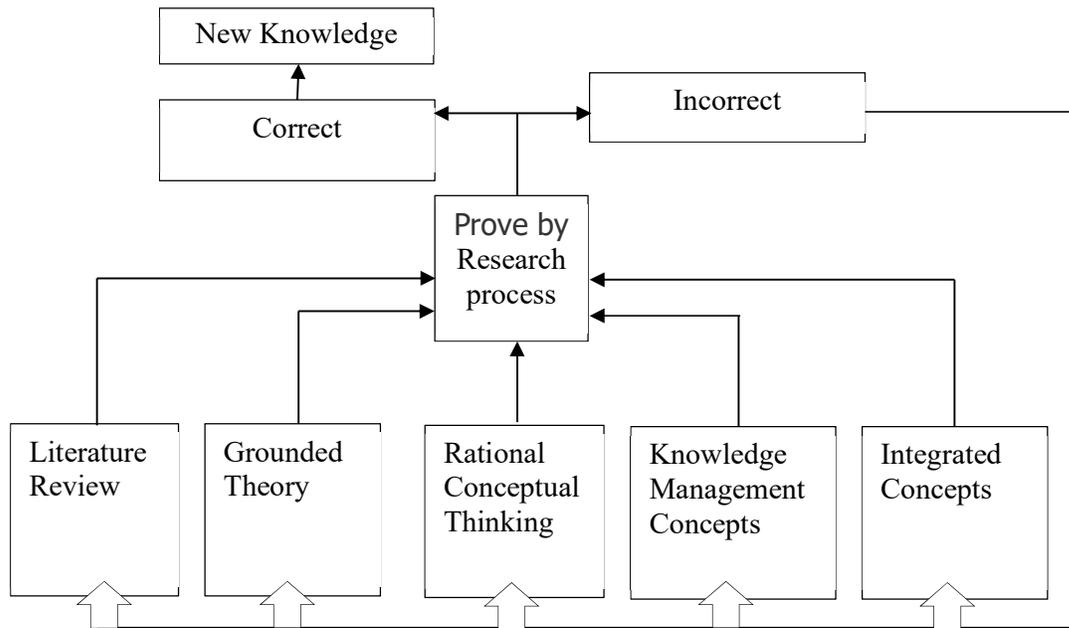
**Step1 : Rational Conceptual Thinking;** begins by researchers having an initial idea themselves. This is to open opportunities for creative imagination without boundaries based on logical science by considering three important elements; (1) a Condition of being, (2) Factors affecting Existing condition being, and (3) Results that may occur when the conditions changed.

**Step2 : Grounded Theory;** finding additional variables after researchers found itself. This process usually uses a pilot study in research area which will meet real phenomenon, stakeholders, and increased information about the research problem. The main purpose of this stage is to find additional variables more completely.

**Step 3: Knowledge Management;** to take the research conceptual framework into knowledge sharing and discussions with persons of knowledge or expertise in science related research problems in order to extract the Tacit Knowledge to more completely complement or improve.

**Step 4: Review literature Concept;** the final step is to confirm by reviewing literature for complement and improve the research framework, it must be established credibility even more which based on theory.

Although creating a research conceptual framework were from many ideas differently, however, those concepts framework are also gone through accreditation with research process, so, the output would certainly become a new knowledge such a chart.



**Chart 5:** Process of Creation's a New Knowledge by Conceptual Framework Model

This chart show that we can design the research conceptual framework with five methods by starting it from any approach especially the rational conceptual thinking, the literature review, the grounded theory or the knowledge management. However, the issue that has a duty for proving is the research process. Certainly, any design will be proved as testing the

hypothesis and show out whether it the correct or incorrect is. The correct one will become as the new knowledge and the incorrect must be returned in to the first process for proving again.

## 5. Conclusion

A good conceptual framework should be meet substantive issues with studied variables, there's consistent with an interesting in research, simple and not complicated, and should be useful in policy or social development. Thus, researchers must write showing relationship concepts clearly; it'd be written before the review literature (Chapter 1) or the end of that (Chapter 2) as well. Presentation of the research conceptual framework can be in various formats namely; the descriptive framework, the conceptual model or mathematical functions, the conceptual diagram and the integrated framework which is even more ways than one format to improve clarity.

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