ENHANCING COMMUNITY ECONOMIC SUSTAINABILITY BASED ON CULTURAL CAPITAL AND LOCAL WISDOM KNOWLEDGE MANAGEMENT : A CASE OF KLONG MADUEA, SAMUT SAKHON

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Abstract

The objectives of this study are to Using Klong Makduea, Samut Sakhon for a case study, this study aimed to organize national and local culture-related research activities. The benefits could enhance the economic sustainability of a community based on cultural capital and local wisdom knowledge management. Purposive sampling from 8 university staff and 108 respondents who were community villagers was adopted for data collection by observations and qualitative approach. Content analysis was used for its interpretation based on knowledge management and sustainability theories regarding natural resources for environmentally friendly products. The findings revealed that the participants perceived knowledge management as essential for enhancing economic sustainability by adopting cultural capital and local knowledge management. Due to community business growth, the culture and local wisdom are excellent capitals for sustainability, both micro and macroeconomics. Community participation could be enhanced by using environmentally friendly products that do not permanently harm the environment and are very healthy for people's lives in the long run. Conclusion and Recommendations The statement presents a positive perspective on the potential benefits of knowledge management, cultural capital, and local wisdom for promoting economic sustainability and community engagement. The limitation is that without specific information about the study or the context in which it will be conducted, it is difficult to assess the validity and generalizability of these findings in quantitative research. It would be necessary to evaluate the study methodology, the participant characteristics, and the specific evidence supporting the stated perceptions, particularly for the structural equation model generally explaining to confirm the hypotheses for further study.

Keywords: knowledge management (KM); community; economic sustainability; cultural capital.

Introduction

In tandem with the projects and government's accomplishments in the environmental field, knowledge management efforts to determine the worth of local wisdom used as the essence of an ecological programme are deemed successful. The value of indigenous knowledge and its incorporation into environmental programmes are crucial. The technical implementation of the programme reflects the importance of local expertise to accomplish regional development goals (Budiana, Bajari & Mulyawan, 2022). Natural resources are environmental components of biological and non-biological resources that collaborate to form an ecosystem. Natural resources have the potential to serve as a source for the development of indigenous wisdom by understanding how natural resources and the environment are managed. Optimally managed, the opportunities, challenges, strengths, and limitations associated with natural resource management and the development of indigenous knowledge can positively affect the environment and the development of indigenous knowledge. Ecological awareness is essential for the people in managing the potential of natural resources to grow local wisdom knowledge, such as preserving the source of indigenous Knowledge (Yuliana et al., 2021). Importance is placed on the harmonious combination of adaptive behaviour and adaptive strategies implemented explicitly or implicitly in response to various environmental conditions to promote the type and quality of local traditional pottery products to improve welfare. By ensuring the sustainability and continuity of local traditional pottery products, the community implicitly modifies the cultural heritage of pottery. As a result of sociocultural shifts, the concurrent development of a diversity of products results in a change (Aini & Winarno, 2022).

Therefore, adopting cultural capital and local wisdom is essential for enhancing economic sustainability through knowledge management. Culture and local wisdom are superb microeconomic and macroeconomic sustainability capitals due to the expansion of local businesses. Using environmentally friendly products that do not irrevocably harm the environment and are very healthy for people's long-term health could increase community participation.

Research Question

How could the researchers enhance community economic sustainability based on cultural capital and local wisdom knowledge management?

Research Objective

This study aimed to organize research activities related to national and local cultures using a case study of Klong Makduea, Samut Sakhon. The benefits could enhance community

economic sustainability based on cultural capital and local wisdom knowledge management by adopting environmentally friendly products of the community.

Literature Review

1. Klong Maduea, Samut Sakhon

Government agencies and the private sector have endeavoured to monitor and mitigate water quality issues effectively. However, the number of environmental complaints in Thailand is increasing annually. In Samut Sakhon province, the patterns and functions of the people's network for sharing information and conservation plans are expanding. The number of developed strategies for implementing environmental conservation management is growing. Due to their desire to enhance the environment, the structure of the people's network was also a crucial management factor. Guidelines for developing people's networks for water conservation are proposed based on the conservative management of resources by the government and the private sector, as well as the creation of a village learning centre to encourage participation. The group's structure, responsibilities, network participation patterns, and roles are also recommended to manage environmental issues effectively (Lamproma et al., 2023). Thus, this case study adopted Klong Maduea, Samut Sakhon as the case study due to Samut Sakhon paying attention to environmental concerns.

2. Cultural Capital and Local Wisdom

On the packaging of new products, a local philosopher narrated historical tales that helped raise consumer awareness and ensured that the products' identities remained intact while meeting customers' requirements. Creating products with added value through quality and standards increased consumer confidence. The success of local wisdom knowledge management: producer development, market development, leadership, cooperation in knowledge management, and product development contributed to improving production efficiency, distribution channels, and participation in goal-setting. Marketing communication also expands the market and increases consumers (Watthanachanobon & Chantaranamchoo, 2020).

3. Knowledge Management

Knowledge is a crucial enabler for agri-food innovation systems that are healthful. Frameworks for knowledge management face significant implementation obstacles. Previous knowledge management frameworks did not integrate innovation pragmatically, relied on linear, reductionist, top-down innovation pathways, and did not explicitly address power, politics, ownership, and trust when combining scientific and local knowledge across multiple stakeholders. The interactions that promote innovation outcomes by formalizing the flows and management of information and knowledge between diverse groups of stakeholders; and explicitly considering previously unresolved practical and relational barriers to facilitate more

equitable, rapidly evolving, and actionable knowledge generation and management for innovation and transformational change (Gardeazabal et al., 2023).

Knowledge management comprises four steps: creating, acquiring, and storing knowledge; integrating knowledge; analyzing knowledge and sharing knowledge.

Creating, Acquiring, and Storing Knowledge

Knowledge creation, essential in the innovation process, is forming new ideas through interactions between explicit, implicit, and tacit knowledge, which may extend beyond a single individual. The relationship among different actors is fundamental to creating and acquiring knowledge, as it allows an exchange of questions, needs, practices, research methods, and research findings. Such interaction also favors the transmission of tacit and implicit knowledge and peer-to-peer learning, which require relationships of trust among actors. ICT enables a KM approach to gather, store, and organize larger data sets in shorter periods, at a lower cost, and can favor the creation of explicit knowledge that easily can be integrated into innovation processes (Gardeazabal et al., 2023; Demir et al., 2023).

Integrating Knowledge

The three primary purposes of knowledge integration are illustration, convergent validation (triangulation), and the development of analytic density, or "richness". Appropriate data integration methods support the creation and acquisition of knowledge by matching data from qualitative and quantitative methods, identifying new knowledge in large existing datasets via data mining techniques, and synthesizing diverse data sources at various levels. In theory, data integration can enhance the combination of implicit and explicit knowledge by systematizing interactions between research and extension communities and articulating knowledge from multiple sources for a particular location, actor, or process. Trust and transparent ICT solutions are essential to address various approaches to data and knowledge prioritization across actors and potential issues of incomparability and interoperability. Despite these obstacles, data integration is crucial to making diverse knowledge sources accessible and beneficial to all agri-food system actors (Gardeazabal et al., 2023; Shehzad et al., 2023).

Analyzing Knowledge

The analysis was defined as inspecting, cleansing, transforming, and modelling data to discover useful information, suggest conclusions, and facilitate decision-making. Predictive analytics enables the modelling of the future, demonstrating the ability to predict one measurement from another without explaining why this prediction is accurate. In contrast, prescriptive analytics can initiate the creation of models to support decision-making processes, generating the capacity to suggest concrete actions based on the collected data. Methodologies for analyzing agricultural data must produce all five levels of analysis, ranging from the description of the information to the optimization of predictive data (Gardeazabal et al., 2023; Than et al., 2023).

Sharing Knowledge

Recent research on alternative approaches has emphasized knowledge exchange among heterogeneous actors instead of linear knowledge transfer. Knowledge sharing can influence and shape personnel's skills, attitudes, and actions in pursuing organizational objectives when implemented effectively. Sharing can be accomplished directly through interpersonal communication or indirectly through an intermediary instrument, but social behaviours and power dynamics also mediate it. A recent study discovered that a lack of funds, horizontal and vertical fragmentation within organizations, and the absence of adequate evaluation criteria for collaborative innovation networks are among the most significant challenges to collaboration and social learning (Gardeazabal et al., 2023; Bresciani et al., 2023).

4 Economic Sustainability

Each society has four dimensions: economic, social, environmental, and institutional. Each is a complex, dynamic, self-organizing, and evolving entity, resulting in a tremendously complex coupled system. For this system to be sustainable, its four subsystems must maintain the capacity to endure and become, while the subsystems' interconnections must permit permanent co-evolution. In the context of sustainability, the economic, social, environmental, and institutional sustainability of the economy can be defined, and the utility of economic theories in describing a complex, evolving system such as the economy can be evaluated (Spangenberg, 2005; Sarfraz et al., 2023; Rusch, Schöggl & Baumgartner, 2023).

5 Environmentally Friendly Products

Recent global attention has been focused on the intention to purchase green products due to their extensive use and high environmental concerns. Environmental concern, environmental knowledge, green product, and eco-innovation influence the intention to purchase green products. In addition to being crucial, consumers' awareness of environmental problems is also essential. Green purchase intention is positively correlated with environmental concern, environmental knowledge, green product, and eco-innovation. Significantly and positively, consumer attention mediates environmental concern, environmental knowledge, green product, eco-innovation, and green purchase intention (Moslehpour et al., 2023; Almaqtari et al., 2023).

Methodology

In this investigation, a qualitative approach was utilized as a research method. Qualitative research aims to elucidate the contexts in which individuals or groups make decisions and conduct in particular ways, as well as to explain why the precisely observed phenomenon occurred (Siripipatthanakul et al., a & b; Kok, 2023; Lim, 2023; Limna & Kraiwanit, 2022). The researchers collected secondary data using the keywords of knowledge management (KM), community, economic sustainability, cultural capital and local wisdom.

Primary data adopted observations, and a qualitative approach was used to capture data from 116 respondents, including eight university staff and 108 community villagers. The researchers used a purposeful sampling method. Content analysis was used for its interpretation based on knowledge management and sustainability theories regarding natural resources for environmentally favourable products.

Results

Most participants were elderly who were community villagers in **Klong Maduea, Samut Sakhon. The participants comprised** 72 women and 36 men (108 respondents) and eight university staff. The findings indicated that the participants viewed knowledge management as crucial for enhancing economic sustainability by adopting cultural capital and local knowledge management. Culture and local knowledge are superb microeconomic and macroeconomic sustainability capitals due to the expansion of local businesses. Using environmentally friendly products that do not irrevocably harm the environment and are very healthy for people's long-term health could increase community participation.

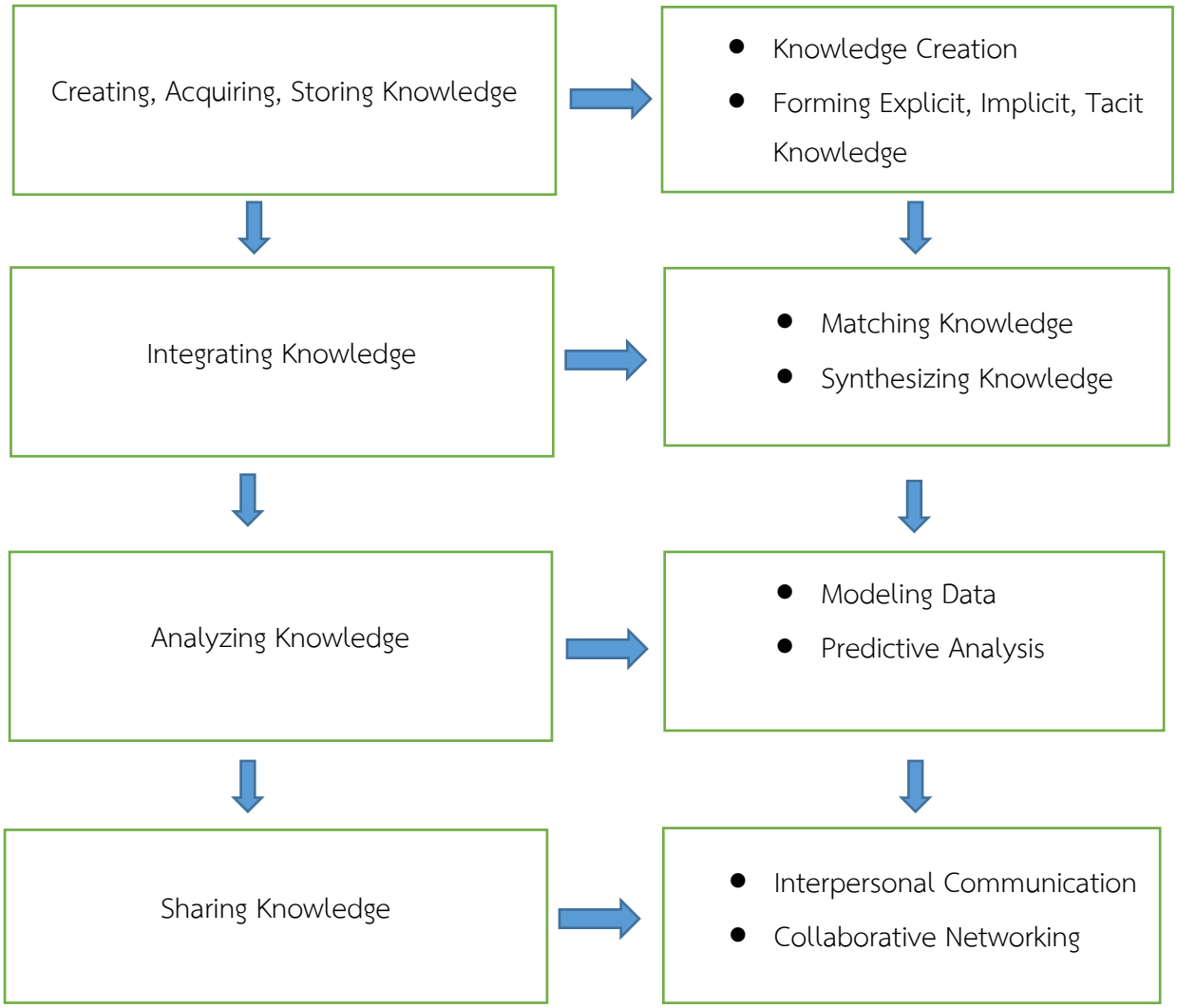


Figure 1 Four Steps of Knowledge Management



Figure 2 shows the participants' collaboration on the project.



Figure 3 shows the product distribution of environmentally concerned products.



Figure 4 shows product pictures of herbal bath liquid soap: local products such as fresh ginger



Figure 5 shows herbal bath liquid soap (Turmeric Shower Gel) with the University of Phayao logo

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Figure 6 shows the environmentally concerned products in sharing intrinsically knowledge.



Figure 7 shows the environmentally concerned products in sharing and the intrinsic and extrinsic knowledge.

Enhancing community economic sustainability based on cultural capital and local wisdom knowledge management involves leveraging a community's unique cultural assets and traditional knowledge to promote economic growth, preserve cultural heritage, and improve overall well-being. Here are some steps to the process guidance:

Identify Cultural Capital and Local Wisdom

Start by understanding the cultural capitals, traditional practices, and local wisdom present within the community. It could include art forms, handicrafts, culinary traditions, indigenous knowledge, sustainable farming techniques, or other unique cultural aspects.

Conduct a Community Needs Assessment

Engage with community members and stakeholders to identify their economic needs, aspirations, and challenges. It will help the community villagers align their efforts with their priorities and ensure that the initiatives to develop are relevant and beneficial.

Foster Collaboration and Participation

Create a platform for community members to actively participate in decision-making processes and contribute their knowledge and skills. Encourage collaboration among individuals, local businesses, cultural institutions, and community organizations to harness collective wisdom and resources.

Establish Knowledge Management Systems

Develop systems to document and manage local wisdom, including traditional practices, indigenous knowledge, and cultural heritage. It can involve creating a database, organizing workshops or seminars, establishing mentorship programs, or utilizing digital knowledge-sharing platforms.

Identify Economic Opportunities

Explore leveraging cultural capital and local wisdom to generate sustainable economic opportunities. It could involve promoting cultural tourism, creating marketplaces for local artisans, establishing community-based enterprises, or integrating traditional knowledge into sustainable agriculture or natural resource management practices.

Capacity Building and Skill Development

Provide training and capacity-building programs to empower community members with the necessary skills and knowledge to capitalize on economic opportunities. It could include business management, marketing, product development, or enhancing environmentally friendly products of the community.

Promote Cultural Preservation and Sustainability

Emphasize the importance of preserving cultural heritage and sustainable practices as part of the community's economic development strategy. Encourage responsible and ethical approaches that ensure the long-term preservation of cultural capital, local wisdom and the environment.

Engage in Partnerships and Networking

Collaborate with relevant government agencies, non-profit organizations, educational institutions, and other stakeholders to enhance support for community economic sustainability initiatives. Seek funding opportunities, technical assistance, and external expertise to strengthen community efforts.

Monitor and Evaluate the Community Impact

Regularly assess the impact of the initiatives and adjust as necessary. Monitor economic indicators, community well-being, cultural preservation, and the sustainability of the projects to ensure they align with the community's goals.

Celebrate the Success Stories

Highlight success stories and share them within the community and beyond. It will inspire others and help attract more attention, resources, and support for future endeavors.

Discussions

The findings support Watthanachanobon & Chantaranamchoo (2020), Lamproma et al. (2023) and Gardeazabal et al. (2023) that in recent years, there has been a growing emphasis on incorporating cultural capital and local wisdom into product development of more environmentally friendly concerns for sustainability. Knowledge management comprises four steps: creating, acquiring, and storing knowledge; integrating knowledge; analyzing knowledge and sharing knowledge. This strategy employed a qualitative approach and content analysis to increase consumer awareness and maintain the products while meeting economic sustainability needs. Knowledge management and environmentally friendly products are necessary for economic sustainability.

According to several studies (Spangenberg, 2005; Yuliana et al., 2021; Aini & Winarno, 2022; Moslehpour et al., 2023; Lamproma et al., 2023; Almaqtari et al., 2023), the results support that knowledge management is an essential component of this process. In the agri-food industry, knowledge is viewed as a crucial enabler of innovation, particularly regarding healthy practices. However, implementing effective frameworks for knowledge management has proven difficult. Previous frameworks frequently neglected innovation integration and did not rely on local wisdom from various stakeholders. Production efficiency, distribution channels, and market expansion enhance consumer confidence through quality and standards. Formalizing the flow and management of information and knowledge among various stakeholder groups is crucial to facilitate equitable and actionable knowledge creation and management for innovation and transformational change. It is also necessary to resolve barriers of a practical and relational nature. Additionally, economic sustainability is a crucial factor that requires consideration. Societies are intricate economic, social, environmental, and institutional systems. The evaluation of economic theories in characterizing a complex and evolving economic system and a holistic approach to promoting sustainability across all dimensions is crucial. Sustainability is because of natural products and environmental concerns for consumption.

Conclusions

The findings indicated that the participants perceived knowledge management as crucial for enhancing economic sustainability by adopting cultural capital and local wisdom. Culture and local wisdom are superb microeconomic and macroeconomic sustainability capitals due to the expansion of local businesses. Using environmentally friendly products that do not irrevocably harm the environment and are very healthy for people's long-term health could increase community participation. Remember that every community is unique, and the process of enhancing economic sustainability based on cultural capital and local wisdom will vary. It is essential to work closely with community members. It should respect the values, traditions, and aspirations to create initiatives that benefit them and preserve their cultural heritage.

Global interest in the demand for environmentally friendly products has increased significantly. Consumers are increasingly inclined to buy green products in response to heightened environmental concerns. The intention of consumers to purchase green products is influenced by environmental concerns, environmental knowledge, green products, and eco-innovation. In addition, consumer attention functions as a mediator between these variables and actual purchase intent. Consumers must be aware of environmental issues and the significance of their consumption decisions to increase demand for environmentally responsible products. Incorporating cultural capital and wisdom into product packaging and development has proved to be an effective method for increasing consumer awareness and preserving product authenticity. Knowledge management fosters innovation and

transformational change in the agri-food sector. In contrast, economic sustainability requires a comprehensive comprehension of economic, social, environmental, and institutional interdependence. Moreover, consumers' environmental concerns, knowledge, and intention to support eco-innovation drive the demand for environmentally beneficial products. These insights emphasize the significance of incorporating multiple factors and stakeholders to develop sustainable and socially responsible business practices.

Limitations and Recommendations

The statement provides a positive perspective on the future economic and social benefits of knowledge management, cultural capital, and local wisdom. It is challenging to assess the validity and generalizability of these quantitative research findings without specific information about the study or the context in which it will be conducted. It would be necessary to evaluate the study methodology, the participant characteristics, and the specific evidence supporting the stated perceptions, particularly for the structural equation model that explains in general terms to confirm the hypotheses for future research.

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