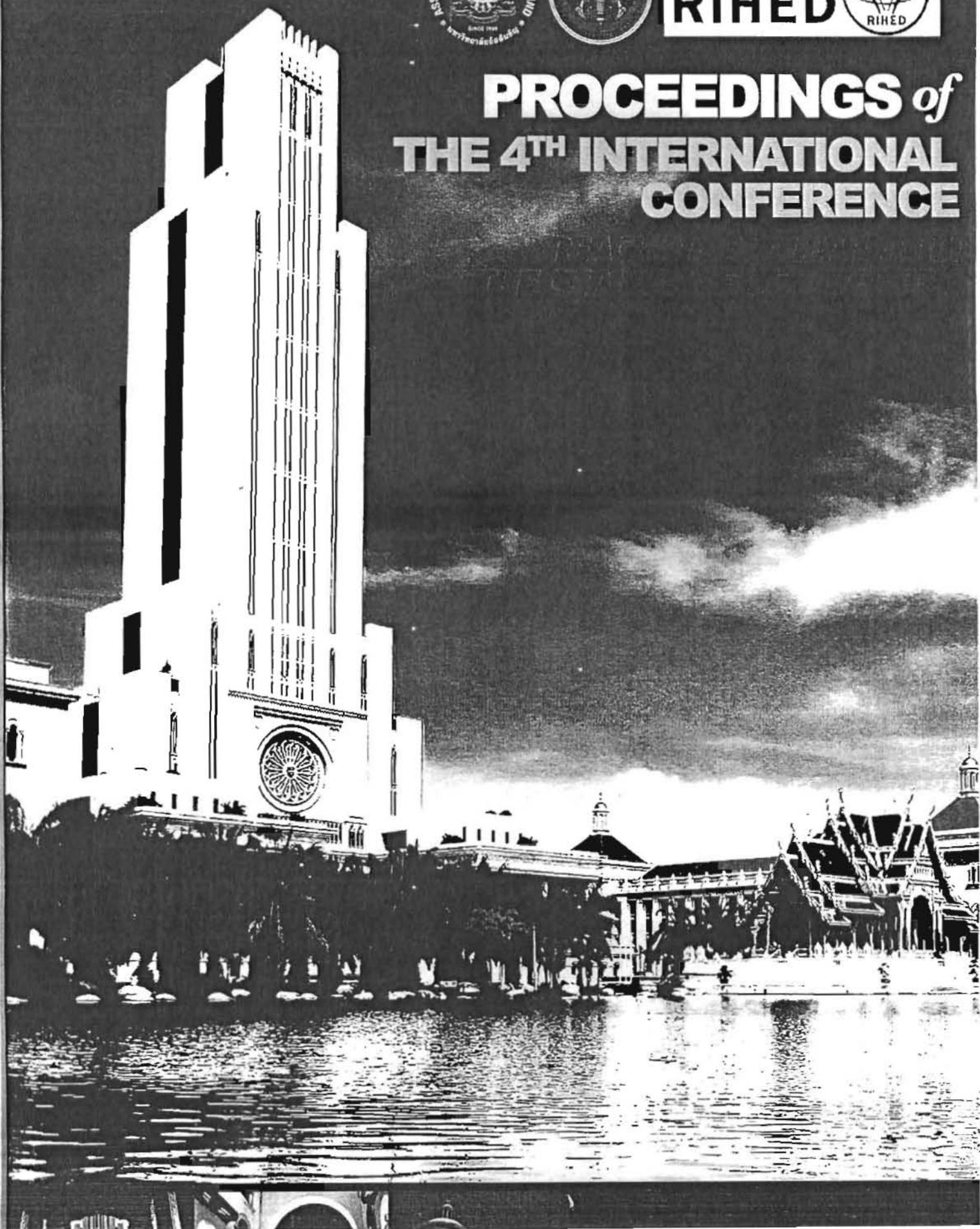




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STRATEGIES FOR DEVELOPING RAJABHAT UNIVERSITY STUDENTS BASED ON THE PHILOSOPHY OF SUFFICIENCY ECONOMY

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Abstract: The purposes of this study were to analyze the sufficiency economy philosophy, to investigate current characteristics of Rajabhat University Students, to develop strategies for student development for Pibulsongkram Rajabhat University by using sufficiency economy philosophy, to examine the developed strategies by using SWOT analysis of the current characteristics of the students in terms of moderation, reasonableness, and self-immunity together with knowledge and ethics in the mental, social, environmental technological and economic aspects to determine strategies by using TOWS matrix. The subjects of this study were 2 experts in sufficiency economy, vice presidents of student affairs from 40 Rajabhat universities, 20 employers of employees who graduated from Rajabhat University, and 15 experts in brainstorming.

The results revealed that strategies for developing Rajabhat University students based on the philosophy of sufficiency economy were as follows: Strategy 1: Sufficiency process development 1.1) Fostering students' leadership in sufficiency economy by using "ethics leading knowledge" policy, 1.2) Promoting students cooperative internship, 1.3) Developing curriculum based on sufficiency economy philosophy. Strategy 2: Sustainability of the sufficiency, 2.1) Increasing students' awareness of Thainess and sufficient expense, 2.2) Developing leadership of model leaders of sufficiency economy philosophy, 2.3) Establishing a sufficiency economy society in a university.

Keywords: Sufficiency Economy Philosophy

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"The illiterate of the 21st century will not be those who cannot read and write, but
those who cannot learn, unlearn, and relearn."

Alvin Toffler

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Ueaboon Teeprung¹

Abstract: The purposes of this study were to analyze the sufficiency economy philosophy, to investigate current characteristics of Rajabhat University Students, to develop strategies for student development for Pibulsongkram Rajabhat University by using sufficiency economy philosophy, to examine the developed strategies by using SWOT analysis of the current characteristics of the students in terms of moderation, reasonableness, and self-immunity together with knowledge and ethics in the mental, social, environmental, technological and economic aspects to determine strategies by using TOWS matrix. The subjects of this study were 2 experts in sufficiency economy, vice presidents of student affairs from 40 Rajabhat universities, 20 employers of employees who graduated from Rajabhat universities, and 15 experts in brain storming.

The results revealed that strategies for developing Rajabhat University students based on the philosophy of sufficiency economy were as follows: Strategy 1: sufficiency process development: 1.1 fostering students' leadership in sufficiency economy by using "ethics leading knowledge" policy; 1.2 promoting students cooperative internship; and 1.3 developing curriculum based on sufficiency economy philosophy. Strategy 2: sustainability of the sufficiency: 2.1 increasing students' awareness of Thainess and sufficient expense; 2.2 developing leadership of model leaders of sufficiency economy philosophy; and 2.3 establishing a sufficiency economy society in a university.

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Background

Thailand has faced a problem because both environment in the city and the countryside is deteriorated. The economy development of Thailand depends on foreign countries in almost every aspect. This leads to critical problems of the societies in which the majority of the people are materialistic and money-oriented. The western culture has weakened Thailand culture, and more violence occurs in Thailand. In addition, using peaceful means is ineffective, so the development is unsustainable. ABAC poll shows the first five most serious problems that involve youth, aged between 12 to 24 years, are:

drinking liquor and smoking cigarettes; skipping classes; taking amphetamines; having sexual relations; and gambling. Also, the data from Ramcjitni Institute evaluating the situations of children and Thai youth problems indicate the violence problems are caused by the lack of warmth in a family because of parents having no the time for children, children spending their time far from Buddhist temples in free guarded areas, such as, the department stores, leading extravagant lives, gambling, and engaging in sexual affairs. This study focuses on developing strategies for developing Rajabhat University students based on the philosophy of sufficiency economy in order to help solve these problems.

Purpose

1. To analyze the sufficiency economy philosophy.
2. To investigate current characteristics of Rajabhat University Students.
3. To develop strategies for student development for Pibulsongkram Rajabhat University by using sufficiency economy philosophy.
4. To examine the developed strategies for student development.

Scope

This study focused on the developments of strategies for student development for Pibulsongkram Rajabhat University by using sufficiency economy philosophy which consisted of three qualities: moderation; reasonability; and self-immunity, and two conditions: knowledge condition and integrity condition. It also analyzed the ideas of sufficiency economy philosophy and current characteristics of the students for 40 Rajabhat Universities by using SWOT analysis and determined strategies by using TOWS matrix.

Methodology

This study applied the descriptive research method. The subjects of this study were 2 experts in sufficiency economy, vice presidents of student affairs from 40 Rajabhat universities, 20 employers of employees who graduated from Rajabhat University, and 15 experts for brain storming.

The documentary research was used to analyze the concepts of the sufficiency economy philosophy in terms of what the sufficiency economy is, and special speeches about the sufficiency economy philosophy by His Majesty King Bhumipol Aduldej of Thailand from 2493- 2549 B.E.

An interview schedule was used to interview experts in sufficiency economy Content analysis was

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use to analyze documents in order to gain information about sufficiency economy. The results of both interview and documentary research were used for developing a questionnaire for the current characteristics of the students of Pibulsongkram Rajabhat University. The questionnaire consisted of two main parts; personal information and information about sufficiency economy characteristic development in five aspects, that is, mind, social, environment, technology and economic. The questionnaire was checked for validity before being used by five experts. Another tool was a SWOT analysis of the student characteristics in the five aspects. The data were analyzed by frequency, percentage, mean, and standard deviation. The SWOT analysis for strength, weakness, opportunity, threat and the results from the questionnaire were used to develop strategies by using TOWS matrix to find the relationship between strength and opportunity, strength and threat, weakness and opportunity, and weakness and threat. The results of the analysis were used to develop four kinds of strategies: SO strategy, ST strategy, WO strategy, and WT strategy.

Results

After analyzing environmental situations and developing strategies, the researcher distinguished the strategies based on Lewin's administration management of change. Lewin suggests a model of change which consists of three stages. It can be conclude that there should be 3 strategies: a construction of sufficiency economy societies, a development of sufficiency process, and construction of sustainability of sufficiency. When these strategies are integrated with the strategies derived from the drafted objectives of SWOT analysis, the main objectives of the strategic plan are as follows:

1. Most students have morals and knowledge of sufficiency economy which help them ready for changes.
2. Most students learn their disciplines and study how to conserve their national resources and environment.
3. Most students are supportive and interested in local businesses. They can conduct research to improve local technology by using modern technology that suitably meets local needs.
4. Most students are professional instructors who understand the importance of morals and ethics. They can manage learning activities that promote students real use of morals. They can integrate teaching and learning with research, academic services and cultural and arts promotion.
5. Every lecturer, administrator, and staff clearly understands the concept of sufficiency economy, and can be a role model for students and people in the society.

6. Administration and management facilitates learning environment of sufficiency economy efficiently and provable.

After analyzing the environment situation using TOWS matrix, the strategies are presented into 2 main strategies and 6 sub-strategies as follows:

Strategy 1: Sufficiency process development

- Sub-strategy 1.1 fostering students' leadership in sufficiency economy by using "ethics leading knowledge" policy.
- 1.2 promoting students cooperative internship.
- 1.3 developing curriculum based on sufficiency economy philosophy.

Strategy 2: Sustainability of the sufficiency

- Sub-strategy 2.1 increasing students' awareness of Thainess and sufficient expense.
- 2.2 developing leadership of model leaders of sufficiency economy philosophy.
- 2.3 establishing a sufficiency economy society in a university.

Suggestions

1. The purpose of this research is to try to promote the characteristic of the current students in Rajabhat University to be ethics-leading-knowledge-person which follows the sufficiency economy philosophy thus the executives of 40 Rajabhat University could apply these strategies to plan and fund for improving the students' life.
2. The executives of Pibulsongkram Rajabhat University could apply these strategies to manage the plan for improving student's life to follow the sufficiency economy philosophy.
3. The teacher could apply these strategies to integrate with the lesson to promote the "ethics leading knowledge" policy.
4. Associate dean of student affairs from 40 Rajabhat universities could apply these strategies to develop the student activities to promote the "ethics leading knowledge" policy.

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