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TAWEEWAN INDA : THE DEVELOPMENT OF EFFECTIVE STRATEGIC IMPLEMENTATION MODEL IN THE GOVERNMENTAL HIGHER EDUCATION INSTITUTIONS. DISSERTATION ADVISORS : ASST.PROF.PRASERT INTARAK, Ed.D., ASST.PROF.MAJ.NOPADOL CHENAKSARA, RTAR., Ph.D. 396 pp.

The purposes of this research were to: 1) identify the components of strategic implementation in the governmental higher education institutions. and 2) propose the model of effective strategic implementation in the governmental higher education institutions. The sample in this research was 6 governmental universities. The respondents were planning administrators, planning staffs and planning committee from each university, totally 511 respondents. The research instruments were structured interview, questionnaire and checklist form. All data collected during April to June 2009 were then analyzed by frequency, percentage, mean, standard deviation, exploratory factor analysis, path analysis and content analysis.

The research findings were as follows:

1. The components of strategic implementation consisted of 8 components which were: 1) organization capability 2) conflict management 3) change management 4) host 5) year action plan 6) corporate culture 7) short-term objective and 8) motivation.

2. The model of effective strategic implementation in the governmental higher education institutions that consisted of multi-variables relation which were found propriety, feasibility, utility and accuracy with the theory, principles and concept of the research.

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