

## **Abstract**

The study of Social Innovation for Sustainable Urban and Rural Development has three objectives: 1) to study the interdisciplinary methods for urban and rural development in order to reduce the gap between urban and rural areas; 2) to assign the role of appropriate and efficient social investment of various stakeholders including local and central governments, the private sector and communities; and 3) to assess the linkages and uses of social capital and intellectual capital in order to provide suggestions on policy implications so as to strengthen the balance and uses of both capitals in practice consistent with the social transformation and the sustainable development of Thai society.

This research reviews theoretical concepts and literature related to social capital and intellectual capital. It also examines and analyzes policies and community development plans under the First to the Tenth National Economic and Social Development Plan, analyzes the role of social investment and lessons from Japanese communities and studies 5 targeted community areas covering all regions in the country.

The findings are as follows. Sustainable urban and rural development ought to link 3 major dimensions: 1) economic linkages, 2) social linkages, and 3) environmental linkages. The urban and rural linkage requires the reliance of social capital and intellectual capital in order to support the existence of human capital, to have collective consciousness, and to create collective action for target achievement. In addition, communities must have linkages with other communities and stakeholders in various aspects such as budget and human resources from government and the private sector for supporting research, knowledge and modern technology in order to adjust appropriately with the way of community life and to have linkages between weak and strong communities through learning from success.

**Keywords:** Social Capital, Intellectual Capital, and Sustainable Development