

C144050 : MAJOR HIGHER EDUCATION

KEY WORD: ORGANIZATIONAL CULTURE/COLLEGE MANAGEMENT/LEADERSHIP

PRASERT CHARIYANUKUL : AN ANALYSIS OF ORGANIZATIONAL CULTURE OF INSTITUTIONAL MANAGEMENT IN NAKHON SI THAMMARAT TEACHERS COLLEGE.
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The research was designed to study the organizational culture of college management. The conceptual boundaries of organizational culture were environment, mission, strategy, socialization, information and leadership. Organizational culture was defined as a shared meaning or shared values.

Finding. The dominant types of college culture are hierarchy and clan culture. The hierarchy culture emphasizes rules and regulations, following the policies of Department of Teacher Education and Ministry of Education for implementation, and decision making in the framework of bureaucratic system. The clan culture is characterized by personal relation, personal belief, traditional and colligate decision making. The mission is the will to be the institution for community development. The college succeeds in expanding higher education opportunity, the educational services for the local schools, and the preservation of local cultural heritage and traditions. The leadership style is a mentor and coordinator. The dominant strategy is faculty resources development. The College is going to diversify a function, and the first one is undergraduate education.