

Title : Development Administration of Private Higher Education Institutions

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Abstract

This study of the "Development Administration of Private Higher Education Institutions" is directly related to the various administrative structures of Private Higher Education Institutions of Thailand (PHEIT) and was conducted in order to analyze and evaluate whether their administrative structures and procedures are consistent with current theories of development administration and the goals of national development.

The study was conducted with the following specific objectives:

- 1) to study the general approach of development administration of private higher education institutions;
- 2) to analyze the public policies concerning private higher education in Thailand;
- 3) to analyze and evaluate the administrative structures, procedures and organizational behavior of private higher education institutions and determine whether they are consistent with the development administration-as defined within-and, if so, how they are;
- 4) to study and propose recommendations for the administrative development of PHEIT;

The researcher used the following three study methods to collect data:

- 1) documentary;
- 2) in-depth interview, and;
- 3) the questionnaire methods.

The deductive model of analysis was used to analyze the data and the researcher also used quantitative analysis in order to achieve the research objectives outlined above.

Major Findings :

The results of the study are summarized as follows:

1) The PHEIT have participated in the process of development administration in Thailand, especially, in human resources development, both at the undergraduate and graduate levels. They have produced a great deal of highly qualified men and women. However, they have not had much success in the areas of research, academic services provided to the community, nor in the preservation of Thai culture and arts.

2) The administrative systems of PHEIT are not really "Development Administration". The research results clearly indicate that some administrative processes of private higher education institutions are inconsistent with the concepts and/or approaches of general development administration of private higher education institutions.

3) The highest level of effectiveness of PHEIT-applied to each institutional goal depends on the ability to integrate and use the concepts and theories of "Development Administration" and "Higher Educational Administration".

Recommendations :**1) Recommendations to the Ministry of University Affairs:**

1.1 Improvement of information collection and distribution, as well as public relations strategies; especially, concerning the establishment and operation of private higher education institutions in order to benefit both the public and PHEIT.

1.2 Determine the appropriate measures to improve coordination between the Ministry of University Affairs and PHEIT in the manner of participative management.

1.3 Support PHEIT by locating new financial resources for the establishment and operation of PHEIT.

1.4 Improve the criteria and develop new approaches for quality assurance and performance appraisal of PHEIT.

1.5 Encourage competition among higher education institutions in Thailand.

1.6 Encourage PHEIT to develop self-help strategies.

1.7 Invite the private sector and PHEIT to participate in the process of higher educational policy formulation.

1.8 Assure equitable treatment of both public and private higher education institutions.

1.9 Review the rules, regulations, standards, and criteria of the process of private higher educational policy implementation.

2) Recommendations for PHEIT:

2.1 Create personnel development and recruitment approaches, for a "self help" policy of PHEIT.

2.2 Promote self-development of lecturers in various aspects in order that they can manage academic missions completely.

2.3 Improve the compensation administration of PHEIT in order to attract highly qualified academicians or individuals as well as to retain and motivate qualified lecturers of PHEIT.

2.4 Improve the current curricula and develop new curricula so that they are consistent with national and social needs.

2.5 Conduct a study to determine the feasibility of permitting personnel to receive and hold the stocks of PHEIT.

2.6 Develop a management information system in PHEIT.

2.7 Create "one-stop services" marketing policy in PHEIT.

2.8 Reorganize the structures, rules, and procedures of PHEIT.

2.9 Encourage the behavioral self-development of managerial and instructional personnel in the aspects described within.

2.10 Conduct a study of the strategies and factors of success of private higher education institutions in other countries such as Japan, the United States of America, etc. in order to acquire successful strategies and data for "benchmarking".

2.11 Apply the relevant concepts, theories, and techniques consistent with national development, development administration, organization theory, higher education administration, as well as the following specific techniques;

- Total Quality Management (TQM)
- Reengineering
- Downsizing
- Privatization