

## **Abstract**

**Research Title**            **The ways for Thailand to cope with Global Changes by Information and Communications Technology**

**Subject**                    **Strategy**

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This research is Qualitative Research with the objective to find the most suitable ways for Thailand to cope with Global Changes happened by Information and Communications Technology by studying background, effect of advance of Information and Communications Technology, principles, theories, strategy, policy and tactics to find the ways to cope these changes in countries around the world and studying factors elements of Thailand and the environments which affect the ways to cope with these Global Changes.

The results of the research concluded that the most suitable ways for Thailand to cope with Global Changes happened by advance of Information and Communications Technology which make a very fast changes effect to all sides down to Social and Culture and expand from global level pass national level down to personal level with a clear tendency to be faster and faster is integration operation of every parts by setting more clearly and more tangible National Strategy which is accepted by most people in the country, to be jointed target to “Think together, Do together and hav responsibility together”, then jointed operations utilize all part’s potential such as government sector, private sector, peoples down to personal level in order to be multiplied forces for every situation by utilizing data, fast information and appropriate timing conditions to get good operation result on time. Including develop Thailand to be learning society and emphasize Thai Identity, use Thailand strong point of “To be very Thai” which is capable of blending the differences to fully utilize global borderless situation for spreading Thai Culture and Thai Identity including improvement and recreate “good custom, tradition, art and culture” of Thai society.