

INTIRA TESVISAL : THE EXPECTATION OF ROLES OF EDUCATIONAL ADMINISTRATORS IN THE NEWLY INDUSTRIALIZED SOCIETY. THESIS ADVISOR : ASST. PROF. SNANCHIT SUKONTASAP. Ph.D. 117 PP. ISBN 974-579-658-1

The objective of the study was to investigate the expectation of roles of educational administrators in the newly industrialized society.

Research findings : The majority of the interviewees expected that in the next decade Thailand would turn to be agro-industrialized society and hence, the roles of educational administrators should also be changed. In general, the educational administrators should perform the roles of personnel and task development as well as self development. As for specific roles, they should cover three aspects. The first aspect was administrator as a leader. By this, they should play proactive roles in seeking and facing opportunities, preserving environments and local intellectuals, being instructional leaders, suggesting the right direction for students. The second role, as a school administrator, involved change in the administration of curriculum, personnel, finance and other resources, school-community relations, educational planning and control. The last role, as an educational administrator, they should maintain professionalism through creating professional ethics, being a role model and encouraging the application of teacher license. The facilitating conditions that would enable the administrators to perform these roles were : merit selection, improvement of administrators' personalities, adequate income and having master's degree in educational administration.