

ABSTRACT

Title of Research Paper	A Study of the Management of Bangkla 100-Year Project
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Year	2001

The objectives of this research are 1. to study the management process of Bangkla 100-Year Project , 2. to find out problems and obstacles in organizing the Bangkla 100-Year Project. The researcher uses the in-depth interview technique for data collection by interviewing 15 key-informants who have been working with the projects in various position. Data collected were later analysed with logical context description and descriptive statistics of percentage and mean.

Results of the study reveal that the management of the Bangkla 100-Year Project is at the good level. However, there are some problems and obstacles discovered; they are: the sale of souvenirs not reaching the target, inadequate personnel, unsuitable place for watching the light and sound exhibition, insufficient budget to operate the project, and others.

Recommendations emerged from the study are there should be an evaluation of the project after it terminates; there should be activities for continuing of the project; an ad-hoc unit should be set up to seek people participation fully with the project including providing sufficient budget for the project.