

Jatuporn Pramolbal 2014: A Model of Corporate Social Responsibility via Football:
The Case Study of ThaiBev Football Academy. Doctor of Philosophy (Sports Science)
Major Field: Sports Science, Faculty of Sports Science. Thesis Advisor:
Mr. Somchai Prasertsiripan, Ph.D. 151 pages.

This research has aimed to study the model and benefit of ThaiBev Football Academy project, to present CSR's sport activity with efficiency and effectiveness under the conception of fundamental management "4Ms". By using Field Research technique and Survey Research technique to collect the data and analyzed by means of frequency, using Non-probability sampling by Purposive sampling method.

The result showed that the management models of ThaiBev Football Academy in this research which researcher has studied in three aspects; 1) Management: more than 98 percent of the sample group believed that the process is proper and suitable, 2) Management resources: 94 percent of the sample group thought that the resources are sufficient and 3) Benefits from the project which researcher has divided the beneficiaries into three groups 1) the youth have benefited from this project 100 percent 2) the parents have benefited from this project 96.2 percent and 3) The Company, the owner of this project, has benefited from this project 97 percent. So it can be concluded that this community's project "ThaiBev Football Academy" could be used in the terms of CSR's activity by youth football development in a sustainable and excellent way.

Nevertheless, the study of CSR by football, in the case study ThaiBev Football Academy, found that the company has an understanding in CSR principles only by executives management but in the practical level know CSR as the donations, while communities show social responsibility by participating to be a part of the project.

Student's signature

Thesis Advisor's signature