

## **ABSTRACT**

Since the Sufficiency Economy philosophy (SE) bestowed by His Majesty the King can be used by people from all walks of life, it is advisable to apply it to the way of life so that those who conduct themselves through the philosophy intentionally will live happily through uncontrollable factors. Having been working in an Information Technology (IT) organisation, the researcher wants to see how SE is applied to the way of life of IT people which is such a soaring group of people in society.

This study aims to find out the way SE is applied to IT people's way of life as well as difficulties they experience in practising SE. The subjects of the study are 173 people who work in domestic and overseas IT organisations. A questionnaire is used as the research instrument for collecting data from the respondents.

The significant issue of this study is to determine the degree of SE that IT people use when spending money on necessities of life, when utilising materials and consuming energy in the workplace and at home, and when acquiring IT solutions for their customers. This study explores the problems in applying SE to a way of life of IT people. In addition, it is to ascertain personal factors which influence the success of applying SE to their ways of life.

The results of this study reveals that the respondents often put SE to use when spending money on the stated areas. They, however, experience difficulties in adapting SE to their ways of life such as impracticality, the respondents themselves, their relatives and loved ones not practising SE seriously, individualism, and lack of dissemination of SE knowledge. Only the respondents' awareness of SE affects how successful they could apply it to their ways of life.

The findings urge IT people, employers or IT organisations, and the state to know the degree of SE applied to a way of life. They could realise how much SE should get promoted in order to encourage IT people to practice SE and what hindrance the application of SE gets obstructed so that it would be taken into account.