

Pornthep Leethong-in 2013: The Construction of Talent Management Model for Sports Associations. Doctor of Philosophy (Sports Science), Major Field: Sports Science, Faculty of Sports Science. Thesis Advisor: Mr. Vichakorn Hengsadeekul, D.B.A. 237 pages.

The objectives of this research were to develop the talent management model and a talent competency manual for sports associations in Thailand. This research used a qualitative approach and data were collected through documentary study, in-depth interviews and a focus group of 21 executives from national sports associations and 3 representatives from related organizations. The data were synthesized and interpreted. The model was also reviewed by a group of experts. The research results were as follows:

1. The talent management model for sports associations consists of talent identification, performance appraisal, talent auditing, talent development, talent rewarding, and talent retention. Supporting factors for talent management include leadership, organizational culture, commitment, system, organizational structure, corporate image, policy, and social aspect.

2. Talent competency manual of sports associations in Thailand comprises 3 categories: 1) core competencies including result orientation, volunteering, expertise, teamwork, and ethic, 2) managerial competencies including leadership, visionary, strategic orientation, self-control, coaching and empowerment and 3) functional competencies including directing, communication and motivating staff, caring and improving staff, networking, holistic thinking, organizational understanding, work accuracy, analytical thinking, creativity, attention to details, problem solving, flexibility, cultural sensitivity, and information seeking.

In order to implement this talent management model, the sports associations should select and adjust to the context of each sports association in order to maximizing efficiency and effectiveness in managing talents of the associations.

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Thesis Advisor's signature