

Kornpapar Charoenshansa 2014: Development in Activities for Readiness to be the Creative Entrepreneur under the Concept of Creative Economy. Doctor of Philosophy (Vocational Education), Major Field: Vocational Education, Department of Vocational Education. Thesis Advisor: Associate Professor Varata Thammakittipob, Ph.D. 250 pages.

Building creative entrepreneurs is a heart of the new businesses building for the country's healthy economy. Aimed to develop the entrepreneur creativity preparation activities for university students, this research was divided into 3 stages. Firstly, it studied the characteristics of the entrepreneurial creativity and the preparation activities, where the data informants were 24 experts, 60 relevant books, and the instruments that comprised of the component analysis form, the interview form, and the data content analysis. Secondly, the research developed the entrepreneurial creativity preparing activities from the 8 experts, upon which the instruments were the drafted preparation activities, the questionnaire and the data content analysis by medians and interquartile ranges. Thirdly, the research examined the preparation activities from the 15 expert informants, to which the instruments were the activity properness assessment form and the data analysis by medians and interquartile ranges.

The research found three interesting issues. 1) The entrepreneurial creativity consisted of 5 characters, namely, endless learning, thinking significance, enjoyment, high ambitions and ceaseless pacing. 2) The entrepreneurial creativity preparation activities were of 10 in number. Based on the viewpoints of the informants and as classified by study semester and years, there were one activity for the 1st year students, which was the special academic lecture, three activities for the 2nd year students, which were creative thinking, the special academic lecture and the vision opening activities, eight activities for the 3rd year students, which were the independent -job training, the special academic lecture, career counseling, short practicum, the student exchange with enterprises, the senior-meeting-with-juniors project, the career development camps and the learning through case-studies, and three activities for the 4th year students, which were the independent-job training, the special academic lecture, and career counseling. 3) The assessment over the preparation activities showed their high to highest use feasibility.

This research also suggests that the executives of the tertiary educational institutions should put the developed activities into application as a curriculum supplementary exercise or as the student development activities. This can be done through the up-drawing of the graduate character development policy in the future and through the training provision or the clarification about these activity units to relevant authorities in the educational institutions for further student development.

Student's signature

Thesis Advisor's signature