

Abstract

This research is Qualitative Research concerning phenomenology study which purpose of this research to study about Effectiveness Management of Rajamangala University of Technology Phra Nakhon In Order To Enter ASEAN Community. The samples of the research are lecturers, supporting staffs both Thai and Foreign, and students both Thai and Foreign.

The research technic is Balanced Scorecard the balanced scorecard is a strategic planning and management system that is used extensively. In this research, the result find that Rajamangala University of Technology Phra Nakhon has good management effectiveness as the result from foreign staff and universities partners said that they would like to continue the agreement and work with university in the future projects. The policy and strategic are at good level as the result from interview universities' students and foreign students. The focus of the policy at Rajamangala University of Technology Phra Nakhon is to focus on producing graduates to enter the profession and practitioners. University also have conducted cooperation with many entrepreneurial businesses include restaurants, shopping malls, hotels and other businesses. So that students can practice the lessons learned from practical work experience. From interview academic staffs and support staff about the process of internal management is also effectiveness management on good level, almost of them are stratify with salary and Social welfare system and others systems in this organization. However, some of university's staff would like to have more knowledge with English language and also would like to know more about the information of organization.

Keywords: Effectiveness Management, ASEAN Community, Rajamangala University of Technology Phra Nakhon