

Thesis Title	Appropriate Management Characteristics of Telecentres Case Study of Thailand
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Abstract

This research aims to study the Management Characteristics of ICT Community Learning Centre (Telecentre) by studying key factors which are ICT management, community management and other factors affecting the success of the Telecentre operations.

This study used both qualitative and quantitative research methods. Comparative Case Study Method were undertaken 4 study provinces: 1) Wat Potikaram Telecentre in Roi-Et 2) Wat Burapa Telecentre in Yasothorn 3) Bangpreang Telecentre in Samutprakarn 4) Nong Sua Telecentre in Pathumthani ,which have population based study at 60 samples. The sample group of quantitative research is operators and community users of 202 telecentres nationwide.

The results showed that the management Characteristics of Telecentres comprise of two keys elements which are ICT Center management and elements of community management. The ICT Center management element comprises of 1) the structure of technology, 2) services and 3) human resources. The elements of community management comprised of 1) community structure. 2) The Committee and 3) responsibility. The success factors which affecting the operations are 1) Having action plan and situation analysis with the community (1.70) 2) Having the internal practicing rules (1.65) 3) Having clear customer target marketing, and Public relations (1.50) 4) Support from Local Administration Organization (1.45) 5) Telecentre activities

are enthusiastically and continuously Participated from Community (1.43)

6) Being a best practice model for other telecentres and organizations (1.40)