

COMPETENCIES AND SOCIAL ENTREPRENEUR COMPETENCY DEVELOPMENT: CASE STUDIES OF ACTIVISTS ON CHILDREN AND YOUTH ISSUES IN NAN PROVINCE**KANYARACH WONGPHUKA 5037799 SHPE/D****Ph.D. (POPULATION EDUCATION)****THESIS ADVISORY COMMITTEE: TEERADEJ CHAI-AROON, Ph.D.,
SUPAVAN PHAINOI, Ed.D., PIYAWAT BON-LONG, Ph.D.****ABSTRACT**

This research aimed to assess and develop the social entrepreneur competencies of social activists who work on children and youth issues in Nan Province. The researcher used the research and development approach to conduct this study with 32 research participants. The researcher collected data by using both quantitative and qualitative methods. The research was divided into two phases, namely 1) a social entrepreneur competency assessment, and 2) social entrepreneur competency development. Key research results can be summarized as follows:

The social entrepreneur competency assessment research findings showed that most research participants possessed high levels of motivation, vision, emotional and social attributes, and ethics and virtue which are contributing attributes for social entrepreneur competency development. The researcher assessed research participants' knowledge and skills in eight model competencies, which are management, teamwork, networking, learning, fund raising, marketing, communication, and reporting and evaluation. The competency level was described into 4 levels composed of beginner, apply, master, and lead. The average score for overall competency was 2.76. The competency with the highest average score was learning followed by teamwork with the scores of 3.10 and 3.00, respectively. The competency with the lowest average score was fund raising at 2.34 followed by reporting and evaluation at 2.67 and management at 2.73. According to the grouping results of research participants, they were divided into two groups regarding their levels of competency. The first group, which consisted of 17 persons, possessed a high level of competency. The second group, which consisted of 15 persons, had a low level of competency. These two groups possessed different levels of competency at the significance level of 0.05. Three key approaches for competency development were self-directed learning, learning with other experiences, and performance training.

More appropriate and innovative attribute development strategies that encourage more people to be social entrepreneurs should be developed and applied. Additionally, the sociocultural capital potency should be developed and maintained. Equally important, competency models should be properly applied and competency development approaches should be appropriately used with the target groups.

**KEY WORDS: SOCIAL ENTREPRENEUR / SOCIAL ENTREPRENEUR
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