

The purpose of this study was to proposed the appropriate model of public relations for Srinakharinwirot University, Bangsaen Campus. Four main aspects of the study were philosophy, policy and objective, organization, management process, and type and activities of the University's public relations. Nineteen experts were asked to express their opinions by means of three rounds of Delphi technique.

The results came out as follows : the philosophy, policy and objective of the University 's public relations had to focus on the institution's appreciation, mass public relations, good activities understanding encouragement, and activities support with strong intention; direct responsible personnel selection for the public relations affairs, appropriate budget and material support; inclusive and good planning with efficient coordination for effective management; fast continuous and actual information service through mass communication agents.

For the effective operation of this model management, intensive workshop for the purpose of mutual understanding and efficient practical competent working should be provided for the personnel concerning the University's public relations affairs.