

Dissertation Title	The Socio-Economic Leadership and Sufficiency Economic Philosophy Strategy for The Holistic and Sustainable Social Development of The Royal Prerogative Development Projects
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Abstract

The main purpose of this doctoral dissertation, entitled “The Socio-Economic Leadership and Sufficiency Economic Philosophy Strategy for The Holistic and Sustainable Social Development of The Royal Prerogative Development Projects”, is to study the Royal Prerogative Development Projects in Thailand, focusing in terms of its sufficiency economic philosophy and purposefully evaluating the leadership performances, and supportive strategic roles, economically and socially, of the Thai Army development units, throughout the country. It is praiseworthy to find out from the research that the noble attempts of the Thai Army development units in helping the Royal Prerogative Development Projects can genuinely solve the people's poverty-stricken miseries and, for the timebeing, could fortunately improve, at some levels, the villagers' standard of living and accomplish the goals of sustainable socio-economic development for the majority of the Thai people.

Methodologically speaking, the study employs both the qualitative and quantitative researches. Additionally, mixed methods research and documentary research have also considerably been implemented. Likewise, the research of the qualitative and intensive in-depth interviews of 39 key informants of high level government administrators, being both the civilian top bureaucrats and the Army top echelons, i.e. the former Permanent Secretary of Defense and Assistant Commander-In-Chief-Of-The Army, as well as some other regional commanders. All of them, through these in-depth interviews, have cheerfully expressed their true concerns and fruitful recommendations to the research projects. Academicallywise, the renown civilian specialists, particularly in the areas of the Royal Development Projects and sufficiency economic philosophy strategy, who belong to the various sectors, including the academic, political, socio-economic and regional sectors, specifically the ones who are officials in charge of sufficiency economic strategy of the Royal Prerogative Development Projects, have voluntarily participated in this academic activities, and kindly contributed their ideas and mission information to fulfill this research work. In addition, the quantitative research by questionnaire samplings of 400 government official and army personnels, who have been directly accountable to the Royal development projects from throughout the country, have been carefully distributed and academically analyzed.

The research findings reveal the facts that, according to the past and somewhat the present performances of the official agents, military and civilian, who have been in charge of the Royal Prerogative Development Projects, especially the ones who have been located in the provincial areas concerned throughout the country, their strategic leadership roles in implementing the sufficiency economic development strategy, though wholeheartedly dedicated with the utmost of their attempts, have unfortunately appeared to be non progressive, being restricted too much with the bureaucratic rules and regulations, and unintentionally execute their missions with mediocre conducts at the critical times in needs of prompt reengineering of advanced market orientations, exhibited only the poor application of medium technology, obstructing the plans to modernize the farm product manufactures, coupling with the

shows of low vitality and not proactive enough, both in terms of attitudes and behavior, when relating to low standardized service hospitality, retarding scientific innovation, and inefficient organization management in the face of rapid changes of the globalizing era.

In conclusion, in order for the executive leaders, especially the high-medium ranking army personnels, as well as the local community leaders, who are in charge of assisting the Royal Prerogative Development Projects, to be able to accomplish their trustworthy missions in overcoming the people' poverty problems and successfully championing the development goals of nation's sustainability and prosperity, they admittedly have to transform their leadership styles, certainly in accordance with the sufficiency economic development strategy, to be highlighted more with far sighted visions, imperative decision-making, lateral thinking, proper mixture of scientific innovation and local ingenuity, as well as strengthening the networking professionalism for the agents concerned; hence attaining for the Thai people future safeguards of life abundance and social safety net superiority.

Therefore, the “ Research Model” of this doctoral dissertation can be summed up as the following:

From The “State-Royal Centered Development Communities” To The “More Independent Market Professional- Centered Outsprings”.