

Abstract

The study of strategic socio-economic leadership and Sufficiency Economy Philosophy strategy for sustainable holistic social development in accordance with the Royal Development Projects are for the following objectives. 1) studying and analyzing the socio-economic leadership background, present situation and problems and threats in developing socio-economic of the Royal Development Projects. 2) Comparative studying and analyzing the use of Sufficiency Economy Philosophy for the sustainable holistic social development of the Royal Development Projects from the past to the present. 3) Analyzing and presenting the socio-economic leadership in the use of Sufficiency Economy Philosophy Strategy for the sustainable holistic social development of the Royal Development Projects in the future. The study used Mixed Methods Research, in combination of literature review, qualitative research and quantitative research to respond to the research objectives. Samplings for qualitative research are 39 people who are leaders in government sector, army and police, state and private enterprises, politics, knowledgeable people in sufficiency economic philosophy and royal projects, and businessman. Samplings for quantitative research are workforce under the Royal Development Projects of Thai Army in various areas throughout Thailand, using questionnaire, 371 questionnaires in total.

Results of the study are found that strategic socio- leadership and Sufficiency Economy Philosophy strategy are Learning in various field, Open minded for other's opinions, Out of the box thinking for innovation, Wide visionary, Quick decision making for problem solving, Systematic planning in every steps of implementation, Creative thinking in utilizing locality intelligence for living, Ability to coordinate and to ask for cooperation in working together as group, Focusing on participation in integrated work for good cooperation in every dimensions, political, economic, social, and environmental, using politeness, gentleness, fairness, honest, contribution, being good role model, being observant, and tracking on development progress consistently. Sufficiency Economy Philosophy strategy for sustainable holistic social development needs planning for building knowledge and economic innovation in the society objectively, using locality intelligence and practical knowledge, with carefulness, patience, penance, intelligent, honest in planning and decision making to relate with living in capitalism society in the present globalization era, as well as building network in economic investment with other sectors, by focusing on being honest investors, nonprofiteer. Returning benefit to the society is probably by using green tourism strategy, which is the combination of increasing economic revenue from tourism together with cultural development.