

## **Abstract**

The study on research administration of regional universities: A case study of social sciences and humanities research of Prince of Songkla University involves an interdisciplinary research, including qualitative and quantitative research design. The project aims at studying university's arrangements of social sciences and humanities research and its administrative approach in order to coming up with innovations and supporting strategies of Prince of Songkla University on social sciences and humanities research administration. Research findings show critical problems in terms of both structural and individual factors. The integrated model of problem solutions as well as administrative development is thus proposed as a result of this research project.

Structurally, it is obligatory that the university research administration on social sciences and humanities develop a strategic planning that enables structural adjustment at the macro-level, while setting up motivation factor for individual researchers at micro-level. To this end, the university has to arrange supporting organization for social sciences and humanities, stressing specialization on area-based studies to address to the current crisis situations in the southern border provinces. A clear research policy on social sciences and humanities is needed in order to develop the research excellence on this field with sufficient budget and resources. University Research Administration (URA) with facilities, personnel, information technology, as well as network organizations on community and policy research is necessary. Academic organizations and networks should engage in coordinated research development on southern issues, bringing about research database and regular academic conferences.

To make a linkage between macro and micro level of analysis in strategic planning, the study indicates that university's research structure has been constrained by the loading analysis of the university's planning department, conducting job analysis to open up the new positions for the faculties by using only the faculty's teaching loads and full-time student per lecturer ratios not considering the faculty's research loads. The university's quality and quantity of research would definitely improve with the analysis of research loads in the process of new job-analysis, a jump-start measure of weak

research on social sciences and humanities. Decisive factor for research development also involves personal development through strategic planning regarding recruitment based on research career plan and supporting specific fields such as cultural studies, Malay studies, Islamic studies, and peace studies. Besides, information technology as well as academic services for research should be fully developed.

On the whole, strategic planning for research development on social sciences and humanities is factored into three factors, mechanism for research administrative development (M), researcher development system (R), and social utility of university's research projects (S). The linkage between three components is an integrated teaching and research load analysis in the university's human resource development planning. Teaching loads of the lecturers have to be constrained to enhance research activities of the university. By doing so, the M-R-S model would be completely driven. This is the most frequent demands and complains voiced from almost all campuses of Prince of Songkla University.