

ABSTRACT

Title of Thesis	Sufficiency Economy Tenets
Author	Mr. Rattanachai Nakpansua
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The Sufficiency Economy Philosophy is a people-centric developmental tool that directly addresses issues relating to inequality in Thailand. The basic premise lies in people's awareness of principles behind the Sufficiency Economy Philosophy which will in turn lead to appropriate behavior in line with its teachings. Ultimately, development that follows the Sufficiency Economy Philosophy will ensue. There are three main purpose for this thesis entitled Awareness of the Sufficiency Economy Philosophy : 1). To analyze the existing body of knowledge about the Sufficiency Economy Philosophy in Thailand; 2). to analyze the status of the existing body of knowledge about the Sufficiency Economy Philosophy and determine its strengths and weaknesses; and 3). to provide recommendations on how to instill awareness of the Sufficiency Economy Philosophy. This research relies primarily on qualitative research methods using documentary research in order to analyze and synthesize all documents relating to the Sufficiency Economy Philosophy.

This research reveals the thoughtfulness in thought of the Sufficiency Economy Philosophy through the representation of its principles. The Sufficiency Economy Philosophy is applicable both in principle and in practice. It entails a clear goal in how it can be actualized as the key lies in having a balance in whatever we do as this will lead to stability and sustainability in our lives, economy, society and in our surroundings. The numerous definitions of the

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Sufficiency Economy Philosophy by various intellectuals and academics have led to some confusion, leading to difficulties in comprehending what the Sufficiency Economy Philosophy truly entails. Moreover, explanations of the Sufficiency Economy Philosophy have primarily focused on its economic dimension. Sufficiency Economy Philosophy can be applied to diverse situations and covers every level. Nevertheless, the Sufficiency Economy Philosophy to-date has not encompassed every field of specialization nor every profession. This research also discovered that interest in the Sufficiency Economy Philosophy focused on the community level and many projects centered around, especially ones agriculture.

Developing an awareness of the Sufficiency Economy Philosophy hinges on the cooperation of all levels in society, starting with those at the primary level as in those who can help mold others from childhood; the middle-class can help alter people's behaviors; and the upper-class can serve as an inspiration for others as well as be the source for policies which the other socio-economic classes can adopt and apply accordingly. Executives in each level have a vital role to play in the promotion of an awareness of the Sufficiency Economy Philosophy among others in the organization. There are certain main points which these executives should take into consideration: 1). the executives' vision; 2). whether or not their management style is in line with the principles of the Sufficiency Economy Philosophy; 3). whether or not the characteristics of the executives comply with the teachings of the Sufficiency Economy Philosophy; 4) the building of a learning organization based on moderation; 5). the promotion of social capital; and 6). other strategies.

As each country in the world develops, some nations have been extremely successful and have outpaced other countries' developmental progress. In future research, attention should be paid to examples from these countries in order to apply best practices to effectively promote and increase people's awareness of the Sufficiency Economy Philosophy.