

Wanchai Danaitamonut 2009: Development of a Knowledge Management Strategic Plan of the Teacher College, Pranakorn Rajaphat University. Doctor of Education (Educational Administration), Major Field: Educational Administration, Department of Education. Thesis Advisor: Asistant Professor Moldhop Chaiyachit, Ph.D. 271 pages.

The objectives of this research were to: 1) analyze environment of knowledge management of the Teacher College; 2) develop a knowledge management strategic plan of the Teacher College; and 3) develop guidelines for implementing the plan. This research was considered as research and development using qualitative methods, and was a case study of the Teacher College, Pranakorn Rajaphat University. The research and development methodology were: 1) need assessment and situation/environment analyses; 2) development of a knowledge management strategic plan, action plan, and development of factors favorable to success in implementation of the strategic plan; 3) review; 4) modification; and 5) presentation the final report. The target groups were the Teacher College, a brain storming group, an interview group, a working group on development of the knowledge management strategic plan, an implementing group, and a connoisseur group. Issues/variables of the research were environment analyses of knowledge management, formulation of the knowledge management strategic plan, and guidelines for implementation of the plan. Instruments for data collection were documentary analyses, brain storming, and interviews. Data analyses were done by means of content analyses using Miles and Huberman (1984) as guidelines.

The results revealed environment analyses in terms of strengths, weaknesses, opportunities and threats of the Teacher College, and the knowledge management strategic plan. The plan consisted of four strategies. Strategy 1, creation of innovation and knowledge in the Teacher College should be continually accelerated. Strategy 2, knowledge acquisition, storage, and distribution should be efficiently developed and promoted. Strategy 3, sustainable knowledge management behaviors should be supported. Strategy 4, a more efficient knowledge management system should be developed. In order to ensure the effective implementation of the plan, six key success factors were proposed. They were: 1) innovative working cultures; 2) administrative supports; 3) collaboration among personnel and other concerned units; 4) information technology infrastructure; 5) motivation; and 6) knowledge management plan and plan implementation.

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Thesis Advisor's signature

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