

Noncharas Wongwichaiwat 2010: A Study of Sufficiency Economy Concept in Thai Novels.
Master of Arts (Thai Literature), Major Field: Thai Literature, Department of Literature.
Thesis Advisor: Assistant Professor Sauvanit Vingvorn, Ph.D. 280 pages.

This thesis is a study of sufficiency economy concept in Thai novels. The thesis is divided into six chapters on the background of the research, literature review, the importance of novels in Thai society, sufficiency economy concept in Thai novels, the value of sufficiency economy concept in Thai novels, conclusion and suggestions.

The researcher chose to study six Thai novels with the concept of sufficiency economy which can be divided into two groups: Thai novels before being influenced by King Bhumibol Adulyadej's concept of sufficiency economy; and those being influenced by His Majesty's concept.

According to the research, out of six chosen novels, three are related to the community. These three novels are presented mainly through the setting of rural areas while the other three which are related to individuals and families are presented through the setting of urban areas. It can be concluded that rural communities are more open to such concept of sufficiency economy than urban communities. The sufficiency economy concept apparent in all six novels bases on the philosophy of Buddhism, virtue, the relation to agriculture, ethnicity and good health. Such concept is contrary to the capitalism. However, the concept of sufficiency economy and the capitalism can get along well if such concept is appropriately used to control the capitalism. The sufficiency economy concept in most Thai novels are related to the nature and environment. Some of them focus on the culture of communities. Both groups of novels use similar sets of concepts. Still, their managing systems and the outspread of the concept to communities differ from each other. It is found that the authors of the six chosen novels presented the concept of sufficiency economy through plot, characters, dialogues, setting, narrative and maxims. In conclusion, all six novels have spiritual and intellectual values.

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