



RESEARCH ARTICLE

Guidelines For Promoting Public And Community Participation, Creating Reconciliation And Unity To Develop Community Potential In Managing Economic Problems And Eliminating Poverty In Chaiyaphum Province

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This study aimed to study the social conditions, the role of the people in expressing their opinions, brainstorming and organizing activities to promote public and community participation to create reconciliation and unity in developing the community's potential to manage the cost of living problems and eliminate poverty for the people in Ban Siao Yai, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province. 2) Present guidelines for promoting public and community participation, creating reconciliation and unity in order to develop the community's potential to manage the cost of living problems and eliminate poverty for people in Ban Siao Yai, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province. This is a participatory action research (PAR) consisting of Participant Observation, Questionnaire, Brainstorming and In-Depth Interview using the process of public participation in the area to truly understand the problems of the community. The study results found that the approach to promote public and community participation, create reconciliation and unity to develop community potential in solving economic problems and eliminating poverty for people in Ban Siao Yai area should start with local agencies that give importance to urban development, industrial zone development and technological advancement by promoting knowledge, understanding and access to information about development in various areas that people should know so that people can prepare to cope with changes appropriately, such as urban expansion, people should know about opportunities to create jobs and income from selling agricultural products, product processing, and expanding industries in the community, as well as creating reconciliation and reducing conflicts resulting from differences in personal factors and different cultures. As a result of urban expansion, there are people from other areas coming to buy land for farming and living in the area, causing conflicts. There is a solution to the problem by coordinating understanding and creating unity by using local agencies as a medium for people in all groups in the community to come and do various activities together, meet and talk, exchange cultures and ways of life, resulting in more harmony and living together.

INTRODUCTION

Humans are social animals that must live together in groups for the necessity of survival, joining forces to work to create food for survival. They are also social animals that need warmth, a sense of

community, having friends, being in a family, and having relatives. However, when humans live together in groups and use limited resources together, they must share and conflicts occur in society. Conflicts in society have different causes and characteristics, resulting from various problems, which can be divided into 5 dimensions: people, society, economy, environment, and politics. The analysis of the causes of conflicts is due to the unpreparedness of the people, resulting from problems in education, insufficient budget to implement proactive strategies, problems in the economic crisis that has severely affected the country, so the state must inevitably give importance to economic development, problems of centralized government administration that prevents people from participating and deciding on government policies or operations that have a direct impact on them, problems of ineffective representative democracy caused by corruption, problems of morality and ethics of leaders, along with problems of education that people cannot access equally, including the content and curriculum of education that focuses only on knowledge but does not give importance to instilling public consciousness, responsibility for the community, rights and duties of citizens, and the characteristics of citizens that Thai society hopes for in Thai children and youth. This has led to a crisis of citizenship morality among people in Thai society)Tassanee Sakaew Pinsawat, 2023)

Reconciliation is another approach to help manage conflicts. Reconciliation is the readiness to have peaceful relations based on cooperation, which is changing the motivation, goals, beliefs, attitudes, and emotions, feelings about conflicts and relationships between conflicting parties to a less conflicting framework of perception, using public truth-telling, expression of remorse and readiness to compensate the perpetrators, and forgiveness of the victims and society, as well as social expression of the perception of the consequences of that violence)Kothom Ariya, 2015(. Creating reconciliation in Thai society is not a mission that can be accomplished overnight. It requires cooperation from all sectors, which play a role in driving reconciliation and unity, and is considered the first step to lead the country forward steadily. Conflicting parties who have faced each other must turn back to negotiate and talk with reason, reduce prejudices between each other, and respect each other, which will reduce the gap and conditions that cannot be carried out to a possible path)Sutep Aiemkong, 2014(

Chaiyaphum Province is a province with influential groups that control the economy of Chaiyaphum Province and lead society, including groups of Chinese merchants and groups of descendants of the Chaiyaphum governor. The causes of conflict in Chaiyaphum Province include: different goals, party division, group division, class division, social inequality, self-interest over collective benefit, fighting to obstruct the other party's actions, different social status and income, seeking benefits by politicians and civil servants, materialism, lack of resources, personal conflict, receiving wrong information, listening to only one side of the information. The impacts of conflict include chaos, lack of order in society, lack of unity in the group, and delays in development in various areas. Methods for resolving conflicts include negotiation, compromise, organizing activities to practice living together, participating in expressing opinions and solving problems together, instilling in youths the knowledge of sharing, not taking advantage of others, being reasonable and using judgment to analyze and solve problems, knowing how to give in, taking a step back, and putting yourself in other people's shoes.

Ban Siao Yai, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province is another village that has grown both economically and socially. In the past, Ban Siao Yai was formed by a group of people who gradually moved to live in the fields and rice paddies. At first, there were only a few households and they could not establish a village. The villagers were governed and talked to each other like close relatives, without any conflicts. Later, the villagers moved their houses to live in the same area more densely, so they established a village called "Ban Siao". When there were many people living together, there were conflicts and misunderstandings, and it was more difficult to find a way to deal with the conflicts. However, because everyone who moved here is from Chaiyaphum Province and has similar cultures, beliefs, and religions, they were able to talk and find a solution to the conflicts. At present, Ban Siao is divided into

2 villages: Ban Siao Yai and Ban Siao Noi. The village is managed under the policies and care for the well-being according to the strategies of Mueang Chaiyaphum District, consisting of:

Strategy 1: Infrastructure development

Strategy 2: Political and administrative development

Strategy 3: Human, social and quality of life development

Strategy 4: Environmental development and natural resource management

Strategy 5: Economic development

At present, the population of Ban Siao Yai, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province has increased rapidly. Factors include the increase in the hidden population or people from outside the area who come to reside, work, and do business. Due to differences in local culture and the way of life of the people, there has been a mix of new cultures from outside, which has caused vulnerability, resulting in the people's social and way of life problems occurring more easily. Therefore, the researcher emphasizes the management of social problems and conflict resolution under the cultural differences of local people and hidden populations by integrating the principle of public participation to find solutions to problems. Therefore, a study was conducted to promote public and community participation, create reconciliation, and unity to develop the potential of the community to manage the cost of living problems and eliminate poverty in Chaiyaphum Province this time.

Objective of the study

1(Study the social conditions, the role of the people in expressing their opinions, brainstorming and organizing activities to promote the participation of the people and the community to create reconciliation and unity in developing the potential of the community to manage the cost of living problems and eliminate poverty of the people in Ban Siao Yai, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province.

2(Present guidelines to promote the participation of the people and the community, create reconciliation and unity in order to develop the potential of the community to manage the cost of living problems and eliminate poverty of the people in Ban Siao Yai, Ban Lao Subdistrict, Mueang District, Chaiyaphum Province.

LITERATURE REVIEW

Reconciliation

Reconciliation means that all parties who have conflicts turn to each other to negotiate a mutual resolution of the conflict. Turning to each other can happen in two ways.

Thiraphat Serirangsan and Yuthaporn Issarachai. (2012) said that conflict is a natural and long-standing thing. Sometimes it is expressed because people in power, such as the people, come to be a looker or a partner. There are four ways to solve the problem:

1. Solve it through the political system, which is difficult and slow.
2. Solve it outside the political system, such as Japan after World War II, when the United States came to adjust the new system. Thailand may use the opportunity of becoming an ASEAN community as a tool, but it is still difficult to predict because each ASEAN country is still very different.
3. Solve it by overthrowing the old system and creating a new system. There are two ways to do this: revolution)using violence(and peaceful means, which is to adhere to the rule of law and not allow the law to be violated. In the past, we used revolution to solve the problem, but the revolutionary leaders were not qualified enough, so the solution was not successful.

4. Do nothing, which is to let it go by itself according to the situation. Creating reconciliation and harmony has its roots in conflict, which is a normal thing in society.

Which will cause loss or development depends on the management process of people in society. Conflict is something that always happens and cannot be avoided when humans interact with each other. Sometimes conflicts are beneficial in obtaining new ideas and making changes for the better, or sometimes they can cause severe damage, depending on the process of managing the conflict. Conflict is a natural phenomenon that exists with humans, whether at the individual or social level. Conflict is something that always happens and cannot be avoided when humans interact with each other. Sometimes conflicts are beneficial in obtaining new ideas and making changes for the better, but sometimes, if not managed well, they can cause severe damage as well. The causes of conflicts can be explained by many variables, such as geographical variables that cause border disputes between countries, social and economic variables that cause competition for resources, and cultural variables that cause ethnic problems, etc. Conflict analysis that occurs in a society can be done by analyzing, distinguishing, and identifying the perspectives of all parties involved or conflicting parties, finding the real root of the conflict, perspectives or attitudes between each other, past relationships, including the methods that these people use to manage the conflict, considering the historical context, evaluating alternatives, and the possibility of negotiation and mediation. There are many forms of negotiation, but the most well-known is negotiation by finding common ground and interests.

Poverty

Poverty refers to economic poverty that is considered at the level of income or economic status of individuals that their income is insufficient to live up to the minimum standard or their income is lower than the minimum acceptable quality of life in each society. However, poverty currently covers other dimensions that are not monetary, namely, poverty includes lack of housing, lack of access to public health services, lack of educational opportunities, lack of employment, lack of power, as well as being at risk and fear (Somchai Jitsuchon, 2002).

Ellis, 2000; Houghton & Khandker)2009, cited in Chuchit Chaithawi, 2022(stated that the factors related to poverty include:

1. The condition of the area is the cause of poverty, such as the condition of the area outside the irrigation does not have enough water for planting crops, the amount of annual rainfall is reduced, the soil is not fertile, there is no land for farming, no agricultural tools.
2. The community is the cause of poverty, such as communities with weak leaders, communities that have never organized a brainstorming session on job creation. Communities that trade drugs, have gambling, communities with low levels of development awareness, communities that are exploited by influential groups.
3. Households are the cause of poverty, such as households with an old household head, an increase in family members in the level of taking care of household members, such as disabled family members, bedridden patients, households with a female household head who lack leadership, households with debts, reduced income, increased expenses.
4. Individuals are the cause of poverty, such as low education, lack of vocational training, laziness, addiction to alcohol, gambling, lack of savings, and debts.

In summary, the causes of poverty are, for example, unfavorable land conditions, drought, lack of fertility, communities with weak leaders, communities densely populated with drugs, gambling, household members not working due to low education, occupations that do not lead to high incomes, and laziness, lack of savings, and debts, as well as ineffective government policymaking, corruption, which makes

policy implementation inconsistent with the needs of the social and political community, resulting in the persistence of poverty in society.

Method of conducting the study

This research is a Participatory Action Research (PAR) (by going to the field with a group of people in the area to learn about the community and the environment to see the problems and solutions by doing it yourself until you gain knowledge. It consists of the following study steps:

Step 1: Studying social conditions and collecting general data in Ban Siao Yai area to be used in the analysis and design of the research study, using the Participant Observation method. The research team went to the area to participate in important activities with the local people, such as making merit by offering food to monks, monthly village meetings, and daily life in the community. The research team went to participate in the activities together and tried to make the people in the community accept that the observers had the same status and role as them until the observers understood the worldview, feelings, and meanings of those people.

Step 2: Collecting information on the opinions of local people about the conflict and harmony of people in Siao Yai Village by using a questionnaire. The questionnaire was open-ended in order for people to express their opinions openly. The questionnaire consisted of simple questions about conflicts in the community that had occurred in the past up until the present, allowing respondents to express their opinions freely.

Step 3: Analysis of the problems concerning the livelihood and poverty elimination of the people, conflicts, reconciliation and unity of the people in Ban Siew Yai by using the brainstorming method to allow the people to express their opinions to find solutions to the problems concerning the livelihood and poverty elimination of the people, conflicts, reconciliation and unity of the people. Let everyone participate in expressing their opinions freely. Emphasize on expressing everyone's opinions. Be open to ideas on many issues without setting a framework for expressing opinions.

Step 4: Analysis of the consistency and feasibility of approaches to solving economic problems and eliminating poverty, as well as promoting reconciliation and unity among local people, which were obtained from brainstorming in Step 3, was used as a framework for analyzing consistency by conducting in-depth interviews with key informants, including social scholars, local scholars, and local people, to support the analysis of events and approaches to promoting public and community participation, creating reconciliation and unity, and developing community potential in solving economic problems and eliminating poverty among local people in Ban Siao Yai.

Step 5: Summarize the study results. Analyze and improve the opinions of key informants to provide guidelines for promoting public and community participation, creating reconciliation and unity, in order to develop community potential in managing economic problems and eliminating poverty in accordance with the context of the area and summarize the study results.

RESULTS

The area of Ban Siao Yai community originated from the migration of people from nearby villages to live in their own rice fields to farm, grow crops and raise animals. Later, people who were relatives and acquaintances who had adjacent rice fields began to migrate to farm and live in the area more and more until they were able to establish Ban Siao. And there were still more immigrants to the area until the population exceeded the capacity of the village headman to take care of. Therefore, Ban Siao was divided into Ban Siao Yai and Ban Siao Noi until today. Most of the people living in the village are the original people who have lived in this area for a long time since their ancestors. The original house structures in the past were made of wood and zinc. When the era changed, the house structures were changed to concrete to increase the competition. But there are still some half-wood half-concrete houses. Most of

the houses are far apart from each other and have tight fences around the edges. It was found that the people living in the houses are elderly. Most of the children go out to work outside the home or go to work in other provinces. The main occupations of the people who still live at home are agriculture, rice farming, farming, gardening, labor, and trading.

Problems and conflicts of people in Ban Siao Yai area found that the cost of living and poverty of people in Ban Siao Yai area were at a high level overall. Most of them were caused by problems of urban expansion, ranked first, followed by problems of industrial expansion, ranked third by problems of scientific and technological advancement, and problems of interaction and socialization, problems of government policy, and problems of settlement and migration, respectively.

Problems with interactions and socializing are at a high level. Most of them are caused by the fact that every household in the community is close and knows each other well. The number one problem is that the relationships of the villagers have been passed down from ancestors to instill love and harmony. The third problem is that working-age family members go to work in other provinces and only come back home during long holidays. Most villagers do not have any problems with disagreements or quarrels in the community. Members of the community work outside the area and have less time to spend in the community and do activities, respectively.

The problems of settlement and migration are at a high level. Most of them are caused by some villagers still holding on to their agricultural occupations and living their daily lives as they used to in the past. The first problem is that the location of the village has changed from being a large rice field to now having more houses and buildings, which has changed the environment around the community. The third problem is that some of the house structures are still the original structures of wooden houses with zinc roofs and cement floors. Some people have moved to live with their children in other provinces, which has caused more abandoned houses in the community. Some areas in the community have been bought and sold by people outside the area, which has caused more people from other areas to move into the community.

The problem of industrial expansion is at the highest level. Most of them are caused by the community changing from a traditional community to a commercial community with more trade and commercial buildings. The first is followed by changes in the industrial sector, which gives the community more facilities such as roads, electricity, and water supply to cover more needs. The third is the emergence of small industries such as drinking water factories and ice factories in the community, which increases people's income from working in factories. People also change their occupation from agriculture to doing personal business and trading or hiring in shops more. Some people still cherish and maintain their farmland for agriculture and pass it on to their children and grandchildren, respectively.

The problem of urban expansion is at the highest level. Most of them are caused by the increase in population and the arrival of outsiders to live in the community, which causes more conflicts and differences in the community. The first problem is that the original green community full of trees and grasslands has now become a densely populated community. The third problem is the expansion of the city and the development of the community, which has caused more crime problems. The expansion of the city has caused more outsiders and strangers to enter the community. And life is more convenient than in the past. There are shops, department stores, and government agencies close to the community, respectively.

The problems in government policy are at a high level. Most of them are caused by the increasing number of community members, which causes conflicts and misunderstandings more frequently. The number one problem is the community size that has expanded and the population has increased, which makes it more difficult to govern and take care of the people. The third problem is the allocation of basic public utilities, such as tap water and electricity, which do not reach the houses in the villages and the

water for agriculture that is not widespread. Government agencies give importance to taking care of and developing the community in all aspects continuously. The government policy on community development has caused more changes in the community, respectively.

The problems of scientific and technological advancement are at the highest level. Most of them are caused by local people understanding changes in technology and using technology in their daily lives in various aspects. The number one issue is that technological development gives people more ways to earn income. The third issue is that technological development makes people spend more on buying conveniences. Technological development changes travel patterns from the past. Progress and community development are supported by local government agencies, respectively.

Organizing brainstorming activities and the role of public and community participation according to the participatory action process to create reconciliation and unity in developing the potential of the community to manage the cost of living problems and eliminate poverty of the people. The cultural differences of the original local people and the new-thinking people in the nearby communities have resulted in conflicts with people in various villages who do agriculture in the area or come to do business. Mostly, the conflicts do not occur with people in the villages, but rather from outside people who participate in various community activities. They are analyzed to find the real cause of the problems and lead to the proposal of solutions to such problems. It was found that the top 3 important problems in the area are as follows: The first problem of the area is the problem of urban expansion, followed by the problem of industrial expansion, and the problem of the advancement of science and technology. This leads to the solution of the problems and conflicts of people in Ban Siao Yai as follows:

1. Problems with urban expansion The rapid increase in population and the relocation of people from other areas to the community. The movement of people with different cultures, languages, communication, traditions, and cultures sometimes results in social differences leading to conflicts with local people. In addition, local people are concerned about urban expansion, which causes the use of abundant natural resources and environment for community development. There is also the transformation of green areas into residential areas, which changes the atmosphere and landscape of the community. The increase in population results in the risk of crime, social problems, and other problems. In addition, when there are more people in the area, government agencies must allocate public resources, public utilities, and facilities sufficient for the increasing population. This causes the original people to worry about the adequacy of resources and the inequality of access to facilities in the area. Therefore, when developing and expanding the community area into a more developed city, the people and local agencies must prepare to cope with changes in the population. Therefore, there must be a strict survey of the needs and necessities of public utilities, public services, and security systems in the area to assure the local people that government agencies are ready to develop the area appropriately. The original people will receive care and attention in terms of quality of life first before allocating necessities for urban development and expansion. This gives the people confidence in the area management system and prepares for future urban development and expansion.

2. Problems with industrial expansion The positive impacts from industrial expansion provide people with jobs and income from employment. People who do not have land to farm agricultural products can apply for jobs in industrial factories, which helps reduce the number of unemployed people in the community. In addition, industrial factories also have negative impacts on the lives of people in the area. It was found that the expansion of the industry has caused Ban Siao Yai to develop facilities for living. Because the establishment of industrial factories requires a large amount of public utilities, entrepreneurs have coordinated with relevant agencies to develop public utilities to support construction and opening businesses. Activities that Ban Siao Yai has developed include the development of electrical and lighting systems. Because factories in the area produce and operate machinery that requires high-voltage electricity, the electricity and electrical network have been

expanded. The electrical system has been installed to agricultural areas that are far from the village. This allows farmers who live in rice fields, orchards, and gardens to request electricity according to the developed and distributed electricity network. In addition, industrial entrepreneurs have coordinated to expand the village water supply system to support the use of water in the production process. As a result, the area has expanded the community water production capacity and installed water pipes throughout the community. However, people in the area are still concerned about the adequacy of the public utilities for long-term use. If the factory uses a large amount of public utilities, it may cause insufficient electricity and water in the community. Therefore, the agencies involved in providing electricity and water must calculate the amount of electricity and water usage to be sufficient to avoid conflicts in the community. In addition, they should conduct a survey of electricity and water usage from every household in the community about their electricity and water usage needs, and find ways to solve the problem and organize a sufficient public utility system in the future.

3. Problems in the advancement of science and technology For the area of Ban Siao Yai, the local people are ready for the development of science and technology. They believe that the local people understand the changes in technology and use technology in their daily lives in many ways. The development of technology gives the local people more ways to generate income. The development of technology increases the people's expenses for purchasing more conveniences. However, the people are still concerned about the management of the relevant agencies in supporting cooperation in changing the community and developing the community to keep up with the changing technology. The people believe that the changes in technology may cause the culture, traditions, lifestyles, and simple lifestyles of the people in the past to change according to modern technology. Therefore, the local agencies should promote knowledge about the development of science and technology so that the people are aware of the changes and choose to accept the changes that are appropriate for their own lives. The local agencies act to support the development closely and act as advisors to the people, which will enable the people to develop themselves sustainably.

CONCLUSION

Guidelines for promoting public and community participation, creating reconciliation and unity to develop community potential in managing economic problems and eliminating poverty for people in Ban Siao Yai area From the study of participation of all sectors, consisting of listening to problems from people in the community, analyzing the causes of problems from gathering opinions of people and community leaders, finding solutions from in-depth interviews with academics, local scholars and community leaders, leading to the conclusion of guidelines for developing community potential in managing economic problems and eliminating poverty for people in Ban Siao Yai area, which all parties have the same opinion that it should start with local agencies that give importance to urban development, industrial zone development and technological advancement by promoting knowledge, understanding and access to information about development in various areas that people should know so that people can prepare for changes appropriately, such as urban expansion, people should know about opportunities to create jobs and income from selling agricultural products, product processing, and expanding industries in the community. This is consistent with the study of Phra Khru Wichai Thammanukun)2023(who studied and researched on creating reconciliation between temples and communities in Don Tum District, Nakhon Pathom Province, which found that creating reconciliation between temples and communities in the area gives the most importance to structural relationships. Focus on building networks at the individual, institutional and non-community levels to jointly organize important Buddhist days by relying on each other between the temple and the community, jointly preserving the culture and values of the community. Monks and community leaders are leaders in expressing their opinions, brainstorming, volunteering and sacrificing for the development of the temple as a spiritual center and a community market. In addition, creating reconciliation and reducing conflicts resulting from differences in personal and cultural factors, resulting from the expansion of the city, causing outsiders to buy land for farming and living in the area, causing conflicts. There are solutions to the problem by coordinating understanding and creating unity by

using local agencies as a medium for people in all communities to come and do various activities together. There are meetings, discussions and exchanges of cultures and ways of life, resulting in more harmony and better living together. This is consistent with the study of Chanida Khemphet)2021(who studied the development of community innovation and the development of a model community for sustainable development with research and innovation. It was found that creating appropriate reconciliation for Thai youth is to create a learning culture, use new media and camp activities. The activity formats include training on "Bor Wor" and creating reconciliation in Thai society with the principles of the 5 precepts, Dharma rally activities, volunteer activities, and activities to enhance local wisdom. Candle lighting ceremony of wisdom, welcoming ceremony for campers and farewell ceremony for campers

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