

ABSTRACT


Title : Buddhist Administrative Management Prototype of Provincial
Buddhism Dissemination Centers in Thailand

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Degree : Doctor of Philosophy

Major Field : Management

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This is a qualitative research to answer the objectives of managing the dissemination of Buddhism by the provincial centers for Buddhism dissemination in Thailand. The conceptual framework were constructed upon eight dimensions, including : planning, organizing, potential development of the disseminators, policy implementation, method of dissemination, technology, organizational environment and social relations. The tool for collecting the data were an interview forms. The key sources of informant are four Buddhism dissemination centers in Thailand.

The finding data were analyzed and explained according to framework comprised of eight dimensions. The result of the study concluded that the provincial Buddhism dissemination centers in Thailand organizations' structure and planning have been well implemented. There also have staffs' skill development and organization shared value uniting all them together Nevertheless, incompetency of Information Technology and data base also existed as well as the limitation on staffs' work attitude and understanding.

Recommendations for managing the mission of the provincial center for Buddhism dissemination includes : 1. A shift in the perspective, value, attitude, goals and work practice in

implementing the plans. 2. An environment of understanding among staffs of all levels, this will lead to trust and participation. 3. New technologies to accumulate the database and management capacity building for organizational staffs and 4. Continuity of work performance assessment and monitoring. In addition, modernizing work system best fit with the changing context of innovation and technology will lead to a sustainability of Buddhist knowledge dissemination.