

STRATEGIC MANAGEMENT FOR DEVELOPING QUALITY OF LIFE IN NA DI SUBDISTRICT ADMINISTRATIVE ORGANIZATION UDON THANI PROVINCE, THAILAND

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ABSTRACT

This research, therefore, focuses on studying the role of the Na Di Subdistrict Administrative Organization. It aims to create good practices in the strategic management of local administrative organizations that can improve the quality of life of people. The researcher conducted a study from a sampling consisting of 35 persons related to local organizations and used to analyze general data using in-depth interview methods and non-participant observation which uses the data collection period between June - July 2022. The results showed that strengths included leaders of local government organizations, creating a good culture in the local government organization, community democratic process, and public participation. In terms of suggestions, it was found that: there should be campaigns in ways that can motivate the younger generation, such as choosing to use applications. Use of online public relations materials, written as a guideline for improving people's quality of life and in the New Normal situation, it is necessary to plan a quality of life development strategy in such a way as to deal with the problem in an uncontrollable manner and risk planning to support the future improvement of life in a sustainable and socially responsible manner. Lessons for Strategic Management of other local organizations are the vision and commitment of the executives, focusing on conserving participation in the community.

Keywords: Strategic Management, Quality of life, Subdistrict Administrative Organization

INTRODUCTION

Democracy is characterized by ideas, beliefs, and regimes that believe in humanity with four basic principles: freedom, and equality. Peace and Brotherhood In Thai society, there has been a change of government since 1932 from absolute monarchy to democracy. However, democracy is merely a story that is related to the level of the institution of government and the democratic process to obtain representatives of the people. The expression of public opinion is limited and far from the lifestyle of the people and is not implemented in practice because the people are interested in the main issue, namely the issue of quality of life. Therefore, political participation is not perceived as important by the public.

When local administrative organizations took over the responsibility of taking care of the public sector according to the letter of the Ministry of Home Affairs at MT 0892.4/W 435 dated February 11, 2005, on recommendations, guidelines, and methods for good management of urban

affairs of local administrative organizations. Therefore, it can be seen that the district administration can effectively and efficiently implement the community democracy process.

This research, therefore, focuses on studying the role of the Na Di Subdistrict Administrative Organization. It aims to create good practices in the strategic management of local administrative organizations that can improve the quality of life of people. It is based on the participation of the public sector and is well supported by the management of local administrative organizations, which can be applied to local administrative organizations with similar contexts. This will contribute to the overall improvement in the quality of life of the people.

LITERATURE REVIEW

The meaning and importance of community democracy

Community democracy may be a new issue that has not yet been widely discussed in Thai political society. Although the definition of democracy according to Dewey's concept of having a democratic perspective is two characteristics: the form of government and the way of life (Dewey, 2013), it can be said that community democracy is similar to the two principles according to Dewey's concept. It focuses on the rationale of governance, on responding to the way of life of the people.

Community democracy is a government that focuses on a normal way of life, a way of living reasoning based on democratic principles. To allow people in the community to live happily together without using the causes of conflict as an obstacle to community coexistence. The community will create its own rules or conflict management process, which is to recruit various methods to develop the community society for the benefit of the people in the community. Learn about a person's potential by using group activities to talk. Negotiate a rational statement. On the basis of respect for rights and equality with each other (Chaiwat Yotee, 2012).

However, there are scholars who define the meaning of community democracy to a different extent, such as the opinion of Son roobsoon (2008), explaining that community democracy is a process that allows people of all genders. All ages come together to share their right to express their needs. To contribute to the formulation of public policy and community development planning in all aspects that respond to the needs and solve problems of the community with fairness, including allowing people in the community to jointly implement the plan and monitor the collaboration between local, local, and community communities. Another scholar who gave a different opinion was Chachawan Thongdeelert (2006) defines community democracy as the process of allocating various benefits to the coexistence of people in the local community. There is a division of roles and duties. There is an equitable and fair allocation. There are management methods to prevent or resolve conflicts, and these dimensions are model politics of the community, where the community is consulted. In addition, Tohpol Sompong (2012) defined community democracy as exercising the power of the people directly, not through representatives but through participation. The people are the initiators of actions from the bottom to the top, i.e. from the community level to the policy formulation, based on the principle that the power of the people exists in the people and can be used directly. A "community practitioner" is a person or leader of a community that performs activities for community development, in other words, who recruits various methods to solve problems for the development of a community society so that people can live happily together.

Therefore, community democracy is a process that shows a direct emphasis on the rights of the people or directly demonstrates the expansion of the democratic base from representative to people. In other words, community democracy seeks to give people the right to make suggestions. Or manage the community to respond to the lifestyle on its own. Using the core principles of participation and consultation. The process is considered community politics which

reflects the creation of a good starting point for finding public policymaking leaders. This includes auditing the administration of public affairs with each other.

In conclusion, Participatory democracy involves the way in which unequal distribution of power and resources affects people's livelihoods and how they influence decisions that affect them. Participatory democracy means that decision-making power should not belong to a small group of people, but that power should be allocated among the people. For all sectors to have the opportunity to influence collective activities for the benefit of the common good as well.

Human resources are the most important factor in Thailand's progress toward achieving the goal of becoming a stable developed country. In accordance with the vision of the 20-year National Strategy (2018-2037), which is a long-term master plan, the National Strategy has established the Human Resource Development and Capacity Building Strategy as one of the key strategies and has implemented the Thailand 4.0 Action Plan to serve as a model to drive Thailand towards becoming a developed country.

The current human capital framework focuses on the productivity generated by investing in people. It consists of the following measurements:

1. Collective skills are the skills accumulated by an individual, in which the skills inherent in the individual will ultimately affect the skill of the team and the organization.

2. Communication Of Practices refers to a community of practitioners, which in each organization consists of a group of people who are united. There was discussion and consultation within the group of people. Communicating within a group will lead to a learning curve.

3. Social capital is a form of communication between each other. There is mutual trust. Well understood. Exchange of views of people in society Emphasis on collaborative behavior in society.

Therefore, human capital is focused on the management of people's knowledge. How to make personnel more knowledgeable Because the knowledge available will lead to skills and expertise in work and lead to performance at the individual, agency or team and organizational level. as follows

Input Measures: Inputs Metric Shows the amount of work, activities, and projects that are defined in the organization and is measured by the relevance of personnel in that activity and project, measured in the number of hours participated in a program or project. The costs incurred are considered costs as measured by the number and quantity of activities. Projects and programs that are defined

Cost Measures: Cost Metric focuses on measuring the costs incurred by investing in inputs. Projects and activities are designed to help develop the knowledge and skills of personnel to work more efficiently.

Reaction Measures: A response meter is a measure of the reaction that occurs and measures the level of satisfaction of personnel in an organization towards activities. This includes measuring employee engagement and engagement with that project and program.

Learning Measures: Learning Metrics Focus on measuring the changes that have occurred. Based on the skills and learning that occur in the organization, measuring how employees are learning and perceived.

Application/Implementation Measures: A farming metric that measures how effective human resource development activities, projects, and programs are designed and implemented in an organization.

Impact Measures: Impact Measures are measures of the impact of investments. Clearly and concretely, such as sales, amount of output, quality of work, and the amount of time being used, etc., as well as intangibles. It cannot be measured in value or figures, such as employee resignation rates. Job satisfaction, reduced levels of stress, and conflict.

RESEARCH METHODOLOGY

The process of creating a tool used in the study was created and developing assessment tools to ensure quality and accurate study:

1) Determine the purpose of creating and developing tools used for in-depth interview methods and non-participant observation which uses the data collection period between June - July 2022 and used to analyze general data using in-depth interview methods and non-participant observation with the implementation of Operation of Na Di Subdistrict Administrative Organization, Udon Thani Province, Thailand. Classified according to the plan according to the strategic management for developing the quality of life of people in Na Di Subdistrict Administrative Organization, Udon Thani Province, Thailand.

2) Tested the instrument by try out with a confidence coefficient of 0.98

3) sampling consisting of 35 persons related to local organizations namely Community Leaders, the Head of the village, and People who have attended the village congregation. Using Specific sampling.

Data Analysis

Data analysis from in-depth interview methods and non-participant observation Data analysis from questionnaires. The statistics used to analyze the data were Analyzed the data by finding the percentage (%)

RESULTS AND DISCUSSION

The researcher conducted a study from a sampling consisting of 35 samples related to local organizations. The results showed that strengths included :

Table 1: Table Description Issues affecting Strategic Management for developing Quality of life in Na Di Subdistrict Administrative Organization

Udon Thani Province, Thailand

Topic	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Leaders	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Culture	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
community process	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
public participation	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Environment	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Communication	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/
Budget	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/

First, the sample is focused, 82.85% (29 people) explain that the strategy to improve people's quality of life arises from leaders of local government organizations. Because the leaders of local administrative organizations are considered the starting point for policy development. If the Executive Committee of the Na Di Subdistrict Administrative Organization Recognizing the importance of developing strategies to improve people's quality of life, it will lead to the formulation of policies for improving the quality of life of people and lead to the implementation

of policies to be concrete in improving the quality of life. Presented from the comments of the sample as follows ;

“If the Executive Committee of the Na Di Subdistrict Administrative Organization promotes it, it will contribute to the improvement of the quality of life of the people and reflect the good management of the Subdistrict Administrative Organization as well.”

Second, Sampling 71.43% (25 people) give a comment about creating a good culture in the local government organization, Affects Strategic Management for developing Quality of life in Na Di Subdistrict Administrative Organization Due to various actions to improve the quality of life of the people. It is necessary to have a corporate culture that values development. The good culture of the Na Di Subdistrict Administration Organization, which recognizes the importance of human resources, is an important resource. Presented from the comments of the sample as follows ;

“If the corporate culture is in a way that prioritizes human resources, it will result in the Na Di Subdistrict Administration Organization It will definitely improve the quality of life of the people.”

However, 65.71% (25 people) explain about community democratic process Community Democratic is an important process in which the public sector participates in demonstrating the quality of life problems. Comments and suggestions for clear and concrete solutions to problems and quality of life development. It must also be democratic participation, giving importance to equality and equality of all sectors. Presented from the comments of the sample as follows ;

“A district administration organization that gives people the opportunity to reflect on the problem. And finding common solutions to solve that problem will inevitably lead to a sustainable quality of life development.”

Another interesting point of interest includes public participation. This is a continuation of the democratic process that allows all parties to participate in suggesting solutions. The company has also increased participation channels both in the form of a community forum in the village and online channels for providing feedback. Presented from the comments of the sample as follows ;

“ The village congregation is organized continuously. All villages have participated in expressing their opinions and ways to improve the quality of life suitable for their villages. The younger generation also has online channels. This makes it easy to get involved. ”

CONCLUSION

Strategic Management for developing Quality of life in Na Di Subdistrict Administrative Organization Udon Thani Province, Thailand sees The use of democratic processes for the participation of all sectors. And it is a response to the needs of the public sector. In accordance with the study of Mutuda Kaensuwan Saowalak kosolkittiamporn loyal Pho Sing and Somjat. Phusorn (2561) On the good management practices of the Subdistrict Administration Organization of the Upper Northeast Province (Sakon Nakhon Nakhon Phanom and Mukdahan.) found that The level of good management of the subdistrict administrative organization in the Upper Northeast Province is caused by meeting the needs of the people first. Factors affecting the good management practices of the Subdistrict Administration Organization of the Upper Northeast Province Namely Mission Factors Policies & Strategies Engagement Leadership This is in line with this study that found that The role of the leader is the first priority in the formation of the community democratic process. And contribute to the good management of local administrative organizations.

In terms of recommendations, it was found that:

1) The participation of the public sector, mainly middle-aged and elderly, lacks participation in the provision of feedback to the Na Di Subdistrict Administration Organization.

Therefore, there should be campaigns in ways that can motivate the younger generation, such as choosing to use applications. Use of online public relations materials

2) It should be written as a guideline for improving people's quality of life so that Na Di Subdistrict Administration Organization is aware of and sees the importance of concrete implementation. Because the political climate is constantly changing. A new group of politicians took over the administration of the district administration. It can be applied immediately. It affects the continuity of strategic implementation.

3) In the New Normal situation, it is necessary to plan a quality of life development strategy in such a way as to deal with the problem in an uncontrollable manner and risk planning to support the future improvement of life in a sustainable and socially responsible manner.

The results showed that strengths included leaders of local government organizations, creating a good culture in the local government organization, community democratic process, and public participation. Suggestion lessons for the Strategic Management of other local organizations are the vision and commitment of the executives, focusing on conserving participation in the community.

ACKNOWLEDGMENT

This paper is an output of the program in Political Science Udon Thani Education Center, Suan Sunandha Rajabhat University for always giving good opportunities and encouragement. Finally, special thanks to Suan Sunandha Rajabhat University for the kind help and support in everything.

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