

# Nakhon Sawan Rajabhat University as the Role of Higher Education Institutions to Develop Local Communities towards the Continuity of the Royal Wish into the Performances

**ManitSingthongchai**

Assistant Professor, Department of Economics, Nakhon Sawan Rajabhat University  
398 Moo 9, Sawan Withi Rd., Muang, Nakhon Sawan, Thailand, 60000

**LuksameeNgammee Sri**

Assistant Professor, Department of Communication Arts, Nakhon Sawan Rajabhat University  
398 Moo 9, Sawan Withi Rd., Muang, Nakhon Sawan, Thailand, 60000

**WachiraRinsri**

Faculty of Management Science, Nakhon Sawan Rajabhat University  
398 Moo 9, Sawan Withi Rd., Muang, Nakhon Sawan, Thailand, 60000

## Abstract

The aims of this article studies were the role and image of higher education institutions for local development to preserve the Royal Wish to practice in a corner perspective at the Faculty of Management Science, NakhonSawanRajabhat University, and implementation of various projects can be integrated with teaching students in social sciences. Courses in various and consistently represented in the social and cultural development with the mission of the university aims to be a leading university. For local development it aims to maintain its commitment to the University of villager's academic community. The integrated mission to management education, academic research, promote and continue the project due to the initiative. The academic services for the society, applied technology transfer and development. The preservation of art and culture that responds to leverage the knowledge and drive economic development of local community foundations. By adjusting the paradigm to integrate skills and knowledge in social sciences into the curriculum and encouraging students to engage in research and academic community together with teachers and creating a part together with the local community.

## 1. Introduction

Nakhon Sawan Rajabhat University with the development community to learn together, especially the Faculty of Management Sciences is responsible for the creation of the graduate quality and features fine set out to create and develop the local community to update, change, develop improved consistently with continuously. To keep up with the modern age and advances in science and technology which are changing rapidly. One important mechanism is the research and academic services. Social which is a mechanism that will help promoting and supporting the creation and development of the ACE, and the good. In this development must occur in the consciousness of the self and nature. Necessary, the need to aim for the knowledge to create value and generate benefits for the society. Community and local, tangible, because it is a process that will cause the change of society. The local community, the best way to continue.

Faculty of Management Science. awareness of and operation on the base idea as an important institution of higher education for local development. By supporting the operation of social activities the local community, and provide opportunities for staff. The students work for social research and academic services to the society along with the management learning strengthen friendship and happiness. The room to the whole economic community, society, and environment. Take care of the local community outside the university environment. Promote the use of creative thinking in increasing the income of the community self-reliance in the long run. By stimulating and send the garrisons to knowledge wisdom. The area of the community as the source of learning and doing field research among the local community with the staff and students of the faculty. Scientific management to NakhonSawanRajabhat University.

"Faculty of Management Science, We have learned with communities on the ground outside the university through continuity. Alternatively, the knowledge being taught experiences were exchanged alternately to learn about local people and local communities, we must act to recognize learning find pursuing grab for the truth as a full glass of all time " aims of providing academic services are linked. The teaching and learning in a class of knowledge. Real experience to improve teaching and learning. For secondary objective is to allow students to learn from real situations and allow students to use their knowledge to serve the forms of academic activities such as assignments to students in subjects related to academic services. An assistant lecturer posts and practice. The joint exhibitions, and intervene to solve the problems of the service as academic teaching to motivate students. Including the title sequence of courses taught in both theoretical / practical. The assignment Students researched information to provide academic services. To be consistent with the assignments for the course. This image is based on the role of higher education institutions for local development to continue the Royal Wish into practice as well.

## 2. The integration of academic services and research with learning.

Integrating the knowledge and experience of academic applications in teaching and research. The students participation in academic services. There are procedures showed in Figure 1 and Figure 2.

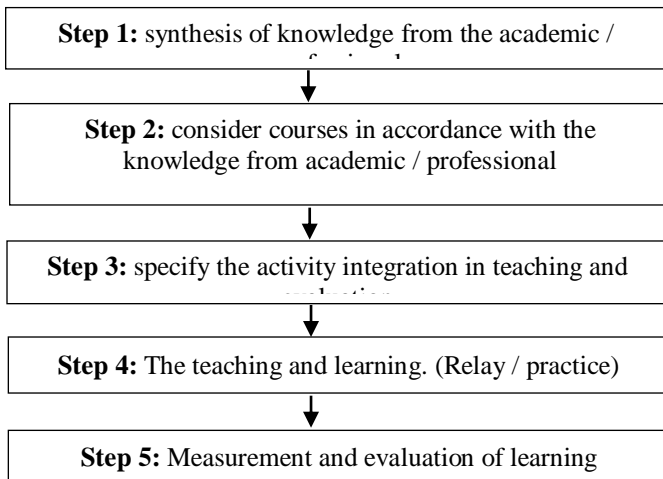


Figure 1 Step academic services with applications in teaching and learning

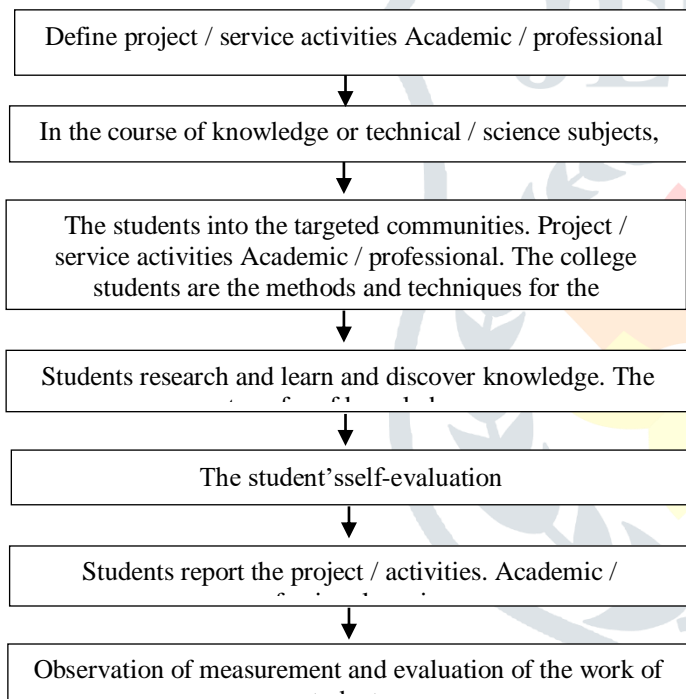


Figure 2 Method of integrating the students participation in academic services

## 3. The role of universities in the development and curriculum development

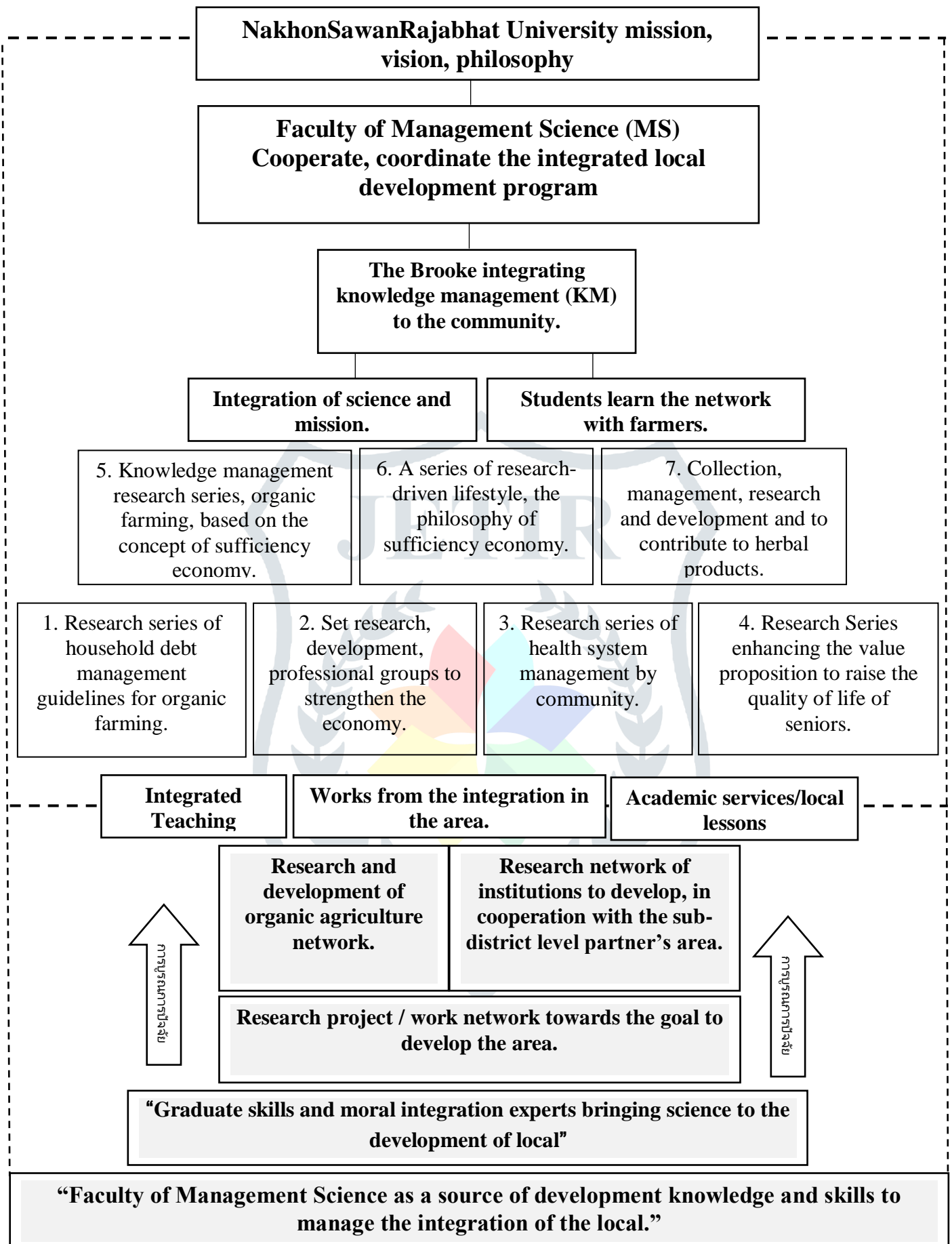
At present, in many areas across the country have developed a learning network to review and reflect the principles of life. Consistent with the philosophy of economy. Thai people that existed in the agricultural sector, or have a lifestyle that relies on the natural ecosystem is the cost in production and past. Many areas have an understanding of skills. The operating principle of invalid. The agricultural chemical use a lot of weak health, illness frequently and the cost of agricultural high top of kitchen expenditure. That had the opportunity to learn or applied philosophy of management may help support. I think television or the base in life with sufficient moderation, balance and not encroach others by production to consumption to feed himself in it. He and his family as the main or an independent manufacturer using the labor of family members. Furthermore, seeing that the youth was mostly. In current system of education must face, western culture, values, lavish and extravagant. As well as faced with consumerism oriented. The importance and value of money as the core. It is necessary to cultivate the children. Youth understand and realize the value of life carefully and the way the sufficient learning process of two local communities that can be applied to the right. Not understand that it's just a matter of the poor, or is only a matter of adults only. Therefore, the learning process relies on the knowledge related to knowledge sharing if not share knowledge. Knowledge management, efforts will not succeed. Organization behavior on culture, dynamic and practice on sharing knowledge, cultural issues and society are important. The knowledge management which was the Need the knowledge and ability to interpret and apply the knowledge to innovation and leading the way.

In addition to knowledge management to enhance organizational effectiveness. Knowledge management occurs I believe that to help create a vibrant and the success of the organization the cost estimates Intellectual (Intellectual Capital) and results of the application of knowledge management. The index says Organizations with knowledge management, effective or not. So as Nakhon

Sawan Rajabhat University as the higher education institutions into their local area focused on performance under the philosophy and mission of the university is to teach the four academic research. And nurturing arts and culture to enhance the learning process and the local community. Aeronautics act the agency to reinforce knowledge into practice integrated to enhance and develop the capacity of local community organizations in the service area of the university. The philosophy that "Nakhon Sawan Rajabhat University, the university village outreach to the community, "It is crucial to community service, career-related skills to build a career reduce expenses, increase revenue, healthier life just got real. By philosophy just as the Faculty of Management Science. NakhonSawanRajabhat University has realized that it is important. The need to collect data. Format to serve the community better. Since knowledge is a key part in deciding. Individual health care professional. Healthy mind in the forthcoming process of the organization. Units of local people and communities to be self-evident that the occupation itself. Meet their own needs, we will get nothing from the occupation. And we have to give something to the profession itself. And because some current found information about a variety of careers. In a society where children and youth can be easily accessed and it is preferable to choose a career, but a career in agriculture, which is a traditional and important not least in Thailand became a profession. To promote and provide information to children and young people, not so much.

Therefore, Faculty of Management Science, the identity, which shows the characteristics of graduates, which is output, the Faculty of Management Science. According to philosophical problems. , mission and objective of the establishment of the science. Handle: "good team work skills, technology, honesty, good faith, mental health to the community and local." and set the focus and points. Dominant effect and unique reflection of Faculty Management of Science showed in Figure 3.





**Figure 3** Integrated research project with the teaching at Faculty of Management Science.

However, in the implementation of such projects causes changes of system detailed in the following Figure 4.

System of teaching management and quality assurance.	The system methodology	The system academic services	The system network.
<ul style="list-style-type: none"> <li>• The restoration of the class teaching in the use of the community as the base. By learning in each subject. Other care linked to the quality assurance system of educational management.</li> </ul>	<ul style="list-style-type: none"> <li>• Developments in practical research faculty and students with the local community together developed a different level.</li> </ul>	<ul style="list-style-type: none"> <li>• The university can provide academic service has much more extensive. The issue about the system of economic management services community foundations.</li> </ul>	<ul style="list-style-type: none"> <li>• Both spatial and interface issues in the network related to the implementation of economic management, community foundations.</li> </ul>
<p><b>Courses are:</b> Introduction to Business</p> <ul style="list-style-type: none"> <li>• Strategic management</li> <li>• organization and management</li> <li>• Research Business / Economics</li> <li>• Finance</li> <li>• Production Management</li> <li>• Analysis of Learning / quantitative analysis</li> <li>• etc.</li> </ul>	<ul style="list-style-type: none"> <li>•Developing courses to strengthen power plant, leadership management.</li> <li>• Learning model to enhance organizational management and leadership</li> <li>• to develop and stimulate product sales unseen OTOP</li> <li>• Issues of economic management seminar for community foundations.</li> </ul>	<ul style="list-style-type: none"> <li>•Developing skills as a speaker</li> <li>• Community Sufficiency Economy</li> <li>• Management of organic farming.</li> </ul>	<ul style="list-style-type: none"> <li>•Development of Organic Agriculture Network</li> <li>• Green Marketing Network</li> <li>• Network of Children and Youth</li> <li>• Youth Leadership Network / model community.</li> </ul>

Figure 4 Shows the effect of the change of systems

It can be seen that the role and nature of the development potential and development. The integration of teaching, focusing on the learners. In the teaching process in various disciplines such as political science, economics, community development, public health disciplines. The measure, which was inserted in the course of such research to improve learning. Knowledge management (KM) in development. Techniques to educate the community of development of community organizations problem analysis and community development. The economic self-reliance sustainable development the capacity of individuals and groups. This statistics for research in political science research methodology of local development the Government of Thailand Geo-political and administrative context promoting holistic health. This health promotion healthcare integration improved community health, the role and image of the institution for local development to continue the mission into practice.

1) The organization and management aim to provide a comprehensive education about the structure of the business organization, rules and the concept of establishing a business organization, the nature and type of business. Ethics of business management principles and functions of management in all areas of planning and strategic management, organization and staffing. Navigation controls operations of the goals and policies set. Thus, modern management techniques and activities were attracting good people and, people development and progress of the people. And to draw people who are competent in the organization as part of the knowledge management (KM).

2) Economics general the study provides a comprehensive study of the economic and social life in order to operate. The procurement and resource consumption, production, marketing, financial institutions, taxation, trade, investment, economic problems and solutions put forward by linking the philosophy of sufficiency economy to be taken to provide such information. Choice to farmers and under the sufficiency economy which will depict the life of the career development of a new generation of farmers can develop the potential to succeed in life and agricultural occupations, and consistent with the concept of sufficiency economy philosophy. This can be useful in the future development of the situation.

3) The principles of operational management study of the nature and importance of manufacturing production and service systems the organization for production, product planning and production decisions. The capacity planning choosing a location enterprises. The planning process the supply chain management, forecasting and production planning, procurement and inventory management. Inventory control system maintenance system quality control standards of production and service which can understand and realize the value of life and lifestyle carefully enough through the learning process of the local community. It can be adapted to suit not that it's just a matter of poor farmers is only a matter of adults.

4) Strategic management to cover educational planning and strategic management. The difference of planning and general management. The strategic management elements of strategic management targeting the business the process of strategic management analysis of industry structure and competitive environment. The analysis environment both inside and outside the organization techniques in determining the strategy of the business. Evaluation and monitoring which are critical to instill in children. Young people understand and realize the value of life and lifestyle carefully enough through the learning process of strategic local communities.

5) Managerial economics at the primary education coverage and how to make decisions in business under circumstances different methods of forecasting business. Cost analysis and return on investment. Planning, budgeting and profit planning, an analysis of return on business caused by changes in the circumstances of the case study can apply the knowledge gained from the project to the farming way of life, self-sufficient and contribute to the quality. Life health safer ability to create jobs, reduce costs, increase revenue, healthier life just got real.

#### 4. Continuity of the Royal Wish into the Performances

Faculty of Management Science has adopted procedures and the integration of service with academic instruction (Figure 1 and Figure 2) to regulate the activities of faculty and students work together to learn about the local community and society well, continuous abide by the results that benefit the people of the area as a base. For example, applications in the program are as follows:

1) The economic development through learning integrated to build a career based on the sufficiency economy. The objective is to create an alternative by providing local resources were used to build a new foundation for the economy of the community. And socially acceptable by integrating the knowledge economy sufficiently to the changing social context to create jobs for the community. Workshop activities to transfer knowledge in practice integrated with the teaching of students. Performance can increase the process efficiency as well as to generate income for their families and can create jobs consistent with the context of community solutions to poverty sustainably contribute to the learning process. Compatible in addition, the development of productive goods. It focuses on the use of available local natural as possible. This reduces the cost of such farmers. Support to agricultural use bamboo products are designed to earn money and focus on building knowledge about the recording household accounts for its financial income and expenses. The students learn the process of practice to promote and enhance the learning experience outside the classroom teaching of traditional knowledge as well. By building a career from the local landscape, contextual factors of production, spatial form. The students learn the process of practice to promote and enhance the learning experience outside the classroom teaching of traditional knowledge as well. By building a career from the local landscape, contextual factors of production, spatial form. The students learn the process of practice to promote and enhance the learning experience outside the classroom teaching of traditional knowledge as well.



2) Project application and integrated concepts sufficiency economy and community economic development foundation. The objective is to make young generation that can integrate the knowledge and applying the Royal Highness sufficient cause discoloration. The process of action learning social housing area and picture in driving the economic community foundations.

Operating currents to promote. Each review about the management of economic foundations of business competition, causes the direction according to context space. By aim, on how to transfer knowledge with practice example to create pressure of success in community building intensity. Also has published knowledge farming are theoretically possible. As well as the use of modern agricultural science and technology to farmers by means of easy to understand. And it can be used; the true until a value oriented products lead to job creation. Build a career and revenue of the local community. It's response to the integration of local students in the process of learning and teaching that can create knowledge to them. Diving in the use of common from pushing and powered the potential of the community to raise the level of agricultural products can, marketing competition sustainable stable.



3) The application of the theory and economic self-sufficiency in agriculture and the impact of economic and social conditions of farmers. Its purpose is to study the concepts of the theory and application of agro-economic and educational solutions that can promote the development of strategic plans for development of government policy in the restructuring of the production and productivity of farmers. Through community-based context performance can improve spatial organization of pollen about modern farming. Both to raise awareness and encourage the learning process that is required by the new agricultural theory. It can guide the development of organic, bio-stop on the main key in driving this project to succeed. In addition to the development of agriculture, also reflect the vision of agricultural development. With the discovery of the issue of trial and error until you actually do it practically. It can promote the learning process integration between all levels of students and farmers in the neighborhood. Be used as a learning community (outside the classroom) about sufficiency economy. Supporting research and development, knowledge of local knowledge. Along with the science and technology used to develop the farmers more.



4) Project development of green market network in the process of logistics and so on supply chain management of safe agricultural products and agricultural safety. The purpose of promoting green agriculture of the integrated value to sustainability in the learning process together. Since the middle and upstream water downstream systematically. Through the process management based on the new theory of nature. Which is a self-dependence or community culture. From the status of a group when the understanding of and workshops to farmers, which will be meeting to listen regularly every month. Make the farmers have channels and opportunities in what started as a production system, and marketing to join and develop to achieve green market only sources seriously the same happened in Nakhon Sawan by farmers is necessary. To think they can change the production process to meet the needs of more consumers. Born of hope and encouragement of farmers in agriculture farmers have the potential to increase. The results of the activities can be divided into 4 activities.

Results the activities to build understanding and awareness to the share in the project and create the impulse response. Participation by community context, it was found that most of the farmers participating in the project are farmers with their issues, that is. The debt problems combining of farmers is to find a way out to gather or dealing with debt, make communication and abroad. Your work is going with delay. But the context of the community or the leadership which brought by this Kunnatcha (Miss WasuKarn). With the potential to model and create impulses in the participation of members of agriculture as well. The project started from the group, which has the same goal driven that is. Creating revenue that sustainable. Based on what are the strengths or social capital of self and group as the core. Even though farmers are small farmers with vegetable gardening before. See the guidelines and actions

in the same project. So the farmers with open and share to learn the traditional mode of production each of which has an area to grow vegetables more much. The production will yield uncertain. Mainly produce is very difficult to eat the remaining local market as the core. By focusing on selling a convenient cannot specify a price. The original safe vegetable production have a certain market. The most sold mixed with vegetables produced by the chemicals in the markets. The safe vegetables without color. Consumers not to weave. Farmers often give more priority to safe vegetable production is a professional and business as it should be. But all have goals and expectations for the same resolution.

First, "if we know the market marketing, we believe that we need to survive, by whom we select the target group who bought the market look like? What we expect is that we did not seize the customer we are. Do organic vegetables or vegetables to our security will be sent directly to your consumers with different sales channels? By the expectations for the logistics side. Group information technology tools, then do we market our Green network, both in the province and in the country. "

The second priority is "We will produce for you the market's eyes are kind. What we expect is the group will grow to grow both in volume (ie, with network members increase) and quality. (It is a quality product manufacturer and sincere honesty in selling the product), and in the meantime, we urge farmers are the masters of our own to provide an example, many people have come to learn. The create a group for learning. The support from the government and support for all sectors. Expect to bodies of knowledge. The important thing is to trust each other, we have built between manufacturers and consumers. What we need is coming. The certification, which is necessary for this period by the standard multi-level help both the community level, the provincial level other side is the health, what do we do with the health of both producers and users. Consume the production cost growing vegetables can reduce your costs. Can make money consistently. Do you have any circulation? And the last thing I was productive, it will overflow processed products such as dried banana, however, we will increase the value of the processed products.

Currently, the green network marketing in Nakhon Sawan, it originated as a result of various professions, most farmers in the area of NakhonSawan in the table above are grouped together. Because of the past economic crisis in some productive way. And consecutive droughts have caused the debt which is the same as any other product and liabilities of the promotion of the state. Including debt because of the need for food, livelihood and education of the child. The integration persuade them to find a solution and that the meeting discussed ways to solve the problem is. Community enterprise of agricultural development at number 9. Moo 10Nongkadon District, Muang. NakhonSawan is currently used as an office network marketing green Sawan. The group is shared by Miss Wasukarn estate human. The mainstay of the debt problems of farmers and other problems by the overall correction as possible and to take coordinated by the relevant authorities to help. The integration of small spots began expanding into other districts and the district as a district. Is the source of "Network marketing green NakhonSawan". From debt problems theremany members for advice and support? Some people get help edit and stop participating in all into the group were rescued and think money will go down. They immediately when not achieve is not to the project. Some people think agricultural occupation does not meet the visual habit of their own. And last, some groups have developed from the ordinary farmer's group president, network is you Miss Wasukarn original property to make group introduce. The group developed into a community enterprise registered in each activity, some groups taking community enterprises. Then can get loans from financial institutions have not participated. Some groups taking enterprises group activities but also participate in project green market Nakhon Sawan is the source of the "community green market " made by the birth of the "Nakhon Sawan Green Market", A team of researchers, and a network of cooperation marketing green. As a platform to share and learn the development of green market network, in the process of logistics and supply chain of agricultural products is clear. Hazard and organic in the District of Nakhon Sawan province. Using place community agricultural development here number 9 Moo 10Nongkadon District, Mueang, Nakhon Sawan is filter Market Research Group Work market green Nakhon Sawan with Nakhon Sawan Rajabhat University.



## 5. Conclusion.

Royal sufficiency economy is a philosophy point of existence and behave of individuals at all levels, including level of government in the development and management the country to go on the review mechanism of one very important is the research and academic services, such as mechanisms to promote and support the development of care personnel have expertise and can be the cause of change. As the transformation of society, the local community is good. Faculty of management stand to maintain continuing strong commitment of help loose cast mix support filled in the management. Learning oriented development process integration method the development of students' intelligence morality in self-sufficiency and self-reliance, according to their suitability. The living of people in society, and local communities, happily. The Faculty of management will meet and continue on the determination of the god is the teacher of the future.



## 6. References

1. Manit Singthongchai. (2010). Create conditions for the well-being supplements by networking local governments in the area of Nakhon Sawan Rajabhat University, Faculty of Management Science, NakhonSawanRajabhat University.
2. Manit Singthongchai. (2011). The application of the new theory of economy concept in farming, and the impact economics and society of farmers in the province, northern region. Faculty of Management Science, Nakhon Sawan Rajabhat University.
3. Manit Singthongchai. (2012). Management guidelines of household liabilities, according to the Organic Community Enterprise Group's Tambon PAoh, LanSak District, UthaiThani.. Faculty of Management Science, Nakhon Sawan Rajabhat University.
4. Manit Singthongchai. (2012). The learning process integrated together to create a community of well-being by a network of local organizations in the service area of Nakhon Sawan Rajabhat University. Research and Development Institute, Nakhon Sawan Rajabhat University.
5. Manit Singthongchai. (2013). Knowledge management and creating career from the cultural capital and local wisdom to tackle poverty along the economy when only A community of SoomSaeng District, Nakhon Sawan Province. Faculty of Management Science, Nakhon Sawan Rajabhat University
6. Manit Singthongchai, et al. (2014). Community economic development through integrated learning to create professional along the sufficiency economy. Economics of Department, Faculty of Management Science, Nakhon Sawan Rajabhat University
7. Manit Singthongchai, et al. (2018). The development of green marketing network in the process logistics and supply chain of agricultural products and organic farming areas in Nakhon Sawan. Economics of Department, Faculty of Management Science, Nakhon Sawan Rajabhat University .

