

Administrative operation based on the social engagement scholarship in higher education institutions: A case study of Chulalongkorn University and Srinakharinwirot University

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Abstract.

This qualitative research aimed to study the university's administrative operation based on the social engagement concept in term of philosophy and purposes, process and people. Data from in-depth interview of 16 key informants from Chulalongkorn University and Srinakharinwirot University was content analyzed. The findings were as follows.

1. Philosophy and purposes. It was found that both universities had similar philosophy : to be a university for community, a leader for area-based change and issue management and continuously communicate their vision, purposes and activates to their stakeholders.
2. Process. Regarding the administrative process to boost social engagement projects, the universities facilitating fund raising and encouraging internal coordination among internal units, and encourage knowledge transfer to community.
3. People. Special team to handle social engagement projects was set up based on the concept of interdisciplinary and synergistic contribution from instructors, supporting staffs, students and community members.

Keywords: Mutual benefits; Scholarship; Social impact; Social assessment; Interdisciplinary

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Introduction

Among of the factors and context of social changes that make every sector including higher education institutions realizing the importance of sustainable development Goals: SDGs is to create balance in terms of economic, social and environmental aspects. Is a new paradigm of administrative operation in the 21st century (Nontakrit, 2561) used as a guideline for the administrative operation. And in accordance with the direction of the development of the world while enhancing the happiness of society. Modification of marketing strategy management methods including product strategy, price, distribution channel And marketing communication Including brand strategy (corporate brand), corporate brand management with sustainable development concepts Is used as another alternative way to create corporate brand values for creating added value that is intangible to brands, organizations, organizations and brands, products, organizations Therefore is considered an important strategy that acts as a glue to coordinate various functions of marketing management to be unified (Sopak, 2014)

At present, several Thai higher education institutions have adopted the concept of Socially Engagement Scholarship, which is a concept that is consistent with the sustainable development approach and is suitable for the context of higher education institutions. Which consists of 4 main ideas Issues that are in line with the main mission of higher education institutions are the concept of working with partners that are intensive and serious. Participation in collaborating with partners and partners, Mutual benefits for all parties, Learning Knowledge sharing and scholarship and Impact on social assessment. The purpose of Socially Engagement Scholarship is the partnership of college and university knowledge and resource with those of the public and private sector learning; prepare educated, engaged citizens; strengthen democratic values and civil responsibility.

2. Research methodology

Administrative operation based on the social engagement scholarship in higher education institutions is the alternative for developing academic work to reflects the commitment for community and society at four dimensions, namely: dimension 1 is Working principle consists of 1) Participation in collaborating with partners and partners 2) Mutual benefits for all parties 3) Learning Knowledge sharing and scholarship 4) Impact on social assessment ▪ dimension 2 is The university mission consists of 1) teaching and learning 2) research 3) service academic subjects or 4) to support the maintenance culture ▪ dimension 3 is with the participation of the parties: 1) the involvement of the community and other algae, 2) participation. NGOs and or 3) participation of local government organizations and or 4) cooperation with foreign countries

This qualitative research studied administrative operation of the higher education institutions based on the social engagement concept in term of philosophy and purposes, process and people. Data from in-depth interview of 16 key informants from Chulalongkorn University and Srinakharinwirot University was content analyzed. These two higher institutions were known of having the best prtices in using social engagement in all aspects, philosophy and purpose. Their administrtive scivities were shaped under this social engagement concept whcih locally, regionally and internally linkd in the network.

And use the EDGE Tool as it describes 'Embryonic', 'Developing', 'Gripping' and 'Embedded' approaches to supporting social engagement, developed by NCCPE. (National Coordinating Center for Public Engagement) is a central organization in promoting and supporting the university to have a strategy for social work in the 21st century. NCCPE was established in 2008. This tool suitable for universities to use as a guideline for self-assessment to know that The University has a system how much is the mechanism and policy for promoting the university's mission to society.

The EDGE consists of three dimensions. There are 9 indicators:

- Purpose consists of 3 indicators: Mission, Leadership, Communication,
- Process consists of 3 indicators: Support, Learning, Recognition,
- People consists of 3 indicators: Staff, Students, Public that shown next figure.

Criteria for Administrative Operation based on the Social Engagement Scholarship	Chulalongkorn University	Srinakharinwirot University
Philosophy/ Purpose <input type="checkbox"/> Mission <input type="checkbox"/> Leadership <input type="checkbox"/> Communication	X X X	X X X
Process <input type="checkbox"/> Support <input type="checkbox"/> Learning <input type="checkbox"/> Recognition	X X X	X X X
People <input type="checkbox"/> <input type="checkbox"/> Staff <input type="checkbox"/> Student <input type="checkbox"/> Public/Community	X X X	X X X

Figure 1: The Indicator of Administrative Operation Based on the Social Engagement scholarship

The findings were as follows.

1. Philosophy and purposes.

It was found that both universities had similar philosophy: to be a university for community, a leader for area-based change and issue management and continuously communicate their vision, purposes and activates to their stakeholders.

“...Chula Produces able graduates who become quality citizen for society...” said Prof. Bundit Eua-arporn, the President of Chulalongkorn University.

“...Current management policy Continue to support research that focuses on the development of learning innovation in various dimensions Promoting students to have academic knowledge and identity that is consistent with the context and ethics of society Promoting mutual exchange of knowledge between universities and communities...” said Associate Professor Dr.Somchai Santiwatanakul, President of Srinakharinwirot University.

2. Process. Regarding the administrative process to boost social engagement projects, it was found the universities facilitated fund raising and encouraging internal coordination among internal units and encouraged knowledge transfer to community.

3. People. Special team to handle social engagement projects was set up based on the concept of interdisciplinary and synergistic contribution from instructors, supporting staffs, students and community members.

“...Chula’s encouragement and support for research is excellent for teacher, students, and the public...” said Associate Professor Dr.Suchana Chavanich, Faculty of Science, Chulalongkorn University.

“...Srinakharinwirot University aims to make the university to be "Social service university" in this mission the university has established a strategic action plan called the "Super Strategic Action Plan (SSAP). Strategy 3 (SSAP 3) has been established to create knowledge and develop quality academic services projects to develop Sustainable community and society...” said Vice

President for Social Services, Associate Professor Dr.Chanwit Tiamboonprasert, Vice President for Social Affairs

Conclusion

Teaching and Learning, Academic Research, Academic Service that are bound to society (Socially Engaged Pedagogy) The key mechanism of the process is higher education institutions in each area That should act as a "Facilitator" to create a process management that suitable and takes into account the relationship between the stakeholder involved.

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