THE PARADIGM SHIFT CULTURE AND VALUE OF THE COMMITTEEFACULTYOF SENATE: CASE STUDY PERSONAL RAJABHAT UNIVERSITY IN BANGKOK

WORAWITCHINDAPOL

Graduate School, Suan Sunandha Rajabhat University, Thailand
E-mail: worawit.ch@ssru.ac.th

Abstract— The paradigm shift Culture and Value of the CommitteeFacultyof Senate of PersonalRajabhatUniversity in Bangkok in the holistic in high levelAccountability, Activeness, Democracy, Integrity, Relevancy, Efficiency, Yield and Morality.

Index Terms— The Changes on Paradigm, Culture and Value; Personnel in Public sector.

I. INTRODUCTION

Public Sector Development was created strategic management plan for Thai Government employee between 2008-2012 that have strategic plan for changing the paradigm shift Culture and Value of the Committee Faculty of Senate that relate to government system there are 8 conceptual which call "I AM READY" are 1) Integrity 2) Activeness3)Morality4)Relevancy5) Efficiency 6) Accountability7)Democracy8)Yield. However, Committee Faculty of Senate of Personal University are Government employee also to University Personal are one part of government too. So that, Researcher was interested to study changing the paradigm shift Culture and Value.

This study aims to: 1) study the opinion level on the changes on paradigm, culture and value of the board members of the faculty and civil services senate at Rajabhatuniversities in Bangkok area;2) analyze and compare those opinions; and 3) examine the development way in accordance with the administration development plan of Thailand. Hypothesis is the different of,CommitteeFacultyof Senate of PersonalUniversity and Government Employee about opinion to changing the paradigm shift Culture and Value.

The paradigm shift Culture and Value of the CommitteeFacultyof Senate of PersonalRajabhatUniversity in Bangkok has conceptual framework and Factors which are Personal Status like Gender, Employee Period, Education, Position, Duty. Variables which are Paradigm shift Changing, Cultural and Values about Integrity, Activeness, Morality, Relevancy, Efficiency, Accountability,Democracy and Yield.

On the review literature the paradigm shift comparing perspective: old public administration, new public management and new public service (Janet V.Denhardt & Robert B.Debhardt, 2007, the new public service)

Comparing perspective: old public administration, new public management, and new public service

	Old public administration	New public management	New public service
Primary theoretical and epistemologic al foundation	Political theory, social and political commentary augmented by naive social science	Economic theory, more sophisticated dialogue based on positivist social science	Democratic theory, varied approaches to knowledge including positive, interpretive, and critical
Prevailing rationality and associated models of human behavior	Synoptic rationality "administrative man"	Technical and economic rationality "economic man", or the self-interested decision maker	Strategic or formal rationality, multiple test of rationality (political, economic, and organizational
Conception of the public interest	Public interest is politically defined and expressed in law	Public interest represents the aggregation of invidual interests	Public interest is the result of a dialogue about shared values
To whom are public servants responsive	Clients and constituents	Costomer	Citizens
Role of government	Rowing (designing and implementing policies focusing on a single, politically defined objective)	Steering (acying as a catalyst to unleash market forces)	Serving (negotiating and brokering interests among citizens and community groups, creating shared values)
Mechanisms for achieving policy objectives	Administering programs through existing government agencies	Creating mechanisms and incentive structures to achieve through private and nonprofit agencies	Building coalitions of public, nonprofit, and private agencies to meet mutually agreed upon needs
Approach to accountability	Hierarchical ad ministrators are responsible to democratically elected political leaders	Market drive d- the accumulation of self interests will result in outcomes desired by broad groups of citizens (or customers)	Multifaceted pu blic servants must attend to law, community values, political norms, professional standard, and citizen interests
Assumed organizational structure	Limited discretion allowed administrative officials	Wide latitude to meet entrepreneu al goals	Discretion needed but constrained and accountable
Assumed motivational basis of public servants and administrators	Pay and benefits, civil-service protections	Entrepreneuri al spirit, ideological desire to reduce size of government	Public service, desire to contribute to society

II. CONCEPTUAL FRAMEWORK

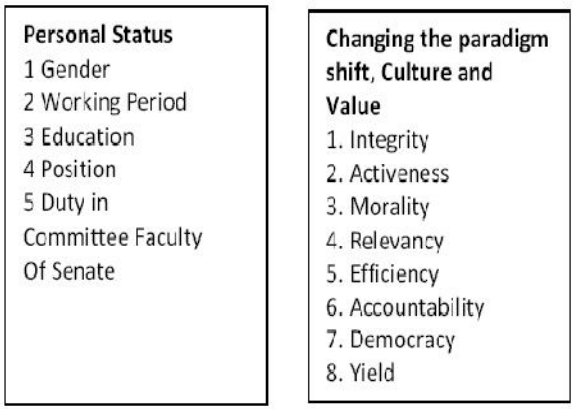


Fig. 1 Conceptual Framework

III. METHODOLOGY

This Research is Survey research for integrate with Master of Public Administration Program, Graduate School, SuanSunandhaRajabhatUniversity. The Sampling which arePresident of the Faculty Council and Government Employee, Faculty Senate committees and civil servants in RajabhatSuan Sunandha University, RajabhatBansomdejchaophaya University, RajabhatThonburi University, RajabhatPhanakorn University and RajabhatChankasem University for 100 people with purposive sampling. Documentary research is Questionnaire there are 3 part which are Section 1 Personal status, Section 2 Opinion for changes on paradigm, culture and value of the board members of the faculty and civil services senate in 8 factors which are Integrity, Activeness, Morality, Relevancy, Efficiency, Accountability, Democracy and Yield Section 3 Opinion and Recommendation.
Data analysis with computer program but for statistic spend mean, percentage, standard division, One way anova and content analysis.

IV. RESULTS AND DISCUSSION

1. The Sampling Personal Status. Almost of Male Sampling for 60 person is percentage60.00 working period more than 14 years for 35 peopleis percentage 35.00. Graduated in master degree or equal for 65 people is percentage 65.00. University Personal Position for 70 people is percentage 70.00 who was responded to support activities for 35 people is percentage 35.00. Benefit Preserve Department for 20 people is percentage 20.00. Public Relation department for 15 people is percentage 15.00. General Administration Department for 10 people is percentage 10.00 and other are respond in vice president, secretary and committee for 15 people is percentage 15.00.

2. Opinion analysis result to The paradigm shift Culture and Value of the CommitteeFacultyof Senate there are 8 factors showed that

Table 1. The paradigm shift Culture and Value of the Committee Faculty of Senate Opinion

Position	The paradigm shift Culture and Value of the Committee Faculty of Senate Opinion	X	S.D.	Result
1	Accountability	4.51	.461	Highest
2	Activeness	4.45	.558	High
3	Democracy	4.43	.542	High
4	Integrity	4.42	.527	High
5	Relevancy	4.42	.599	High
6	Efficiency	4.32	.513	High
7	Yield	4.26	.571	High
8	Morality	3.99	.457	High
Total		4.35	.470	High

Opinion level of The paradigm shift Culture and Value of the CommitteeFacultyof Senate of PersonalRajabhatUniversity in Bangkok in the holistic is high about 4.35. When was considered in each factor are Respond to Accountability in high level about 4.51, Activeness in high level about 4.45, Democracy in high level about 4.43, Integrity in high level about 4.42, Relevancy in high level about 4.42, Efficiency in high level about 4.32, Yield in high level about 4.26 and Morality in high level about 3.99.

3. Comparison between The paradigm shift Culture and Value of the CommitteeFacultyof Senate of PersonalRajabhatUniversity in Bangkok when consider with personal status showed that not different in every factors.

4. The way to develop Paradigm Ship, Cultural and Value of the CommitteeFacultyof Senate of PersonalRajabhatUniversity in Bangkok should develop in the moral and quality because the research result showed that mean is loer than other factors. Especially, should aware in these subject1) Resources spending with benefit to the public, safe an valuable 2) should not spend the authority for support individual benefit 3)Work with honor and liberal in government employee but do not under the commander authority 4) The feat should aware in the operation 5) Working with the duty and also accept in other personal opinion.

CONCLUSIONS

This Research discussion

A. Accountability

Almost of Committee Faculty of Senate were responded to accountability which are 1) counselors and recommendation for develop university to the president or University senate2) join hand to preserve and develop personal ability to operation on the morality of them occupation3) Preserve the benefit of University about financial both with income and outcome too 4) Committee Faculty of Senate Conference for consider about activities and show them opinion in the name of personal represent who was liberal to show them idea that was right in law that relate with code section24 in RajabhatUnversity Act of 2004.

B. Activeness

Committee Faculty of Senate and government employee in each Rajabhat University was attended to work by conference participate for a time per month that relate with Committee Faculty of Senate president compulsory and relate with University senate committee conference rule that in each month will have clearly conference agenda. Especially, term of reference for support responsibility of other committee which clearly divined duty of each position. So that, study result in each topic will reply to operation and will reporting the progress that was recorded in conference agenda in every month.

C. Democracy

Committee Faculty of Senate and government employee in each Rajabhat University operation were liberal to show them opinion about the mission which are teaching, curriculum development, research, new knowledge discovering, Academic administration and preserve the cultural that relate with university responsibility to develop the local which relate with code section 7in RajabhatUniversity Act of 2004.

D. Integrity

Committee Faculty of Senate and government employee in each Rajabhat University has the way to operation with the morality that is standard of มีNPM or New Public Management which are importance characteristic of good governance are 1) Accountability 2) Efficiency and Effectiveness 3) Equity and Inclusiveness 4) Consensus Oriented 5) Participation 6) Responsiveness 7) Rule of Law 8) Transparency that related with concept of PhirojPattaranarakul about Good Governance and Modern Administration

E. Relevancy

Committee Faculty of Senate and government employee in each Rajabhat University has diversity duty are teaching, curriculum development, research and also to finding new knowledge. So that, literature review for bring the research result to integrate with each subject. Especially, Literacy with globalization dynamic all of society, Political, Economic and Cultural also to sufficiency philosophy to apply that relate with 11 National Economic and Social Development Plan (2012-2016)

F. Efficiency

Committee Faculty of Senate and government employee in each Rajabhat University must have report year operation that appear in university education Quality Assurance and Office of the Higher Education Commission, Ministry of Education. Especially, Cleary for plan, Systematic for work solving, financial and education resources with safe and valuable also to academic development, academic position progress that relate with duty and strategy of President and university committee senate policy

G. Yield

Committee Faculty of Senate and government employee in each Rajabhat University must operation with successful and Empirical Working and Focus on Achievement. Especially, should have assessment in each individual of professor and personal in each academic year that one part to increase salary consider also to up position follow with knowledge and ability of each person. So that, Consideration for personal operation in each year relate with standard rule of human resources management follow with Office of the Higher Education Commission, Ministry of Education

H. Morality

Committee Faculty of Senate and government employee in each Rajabhat University must behaving with Professional Ethics which are occupation ethics, self ethics, student ethics, career institution ethics and also to society ethics too. More over, must abide by Rajabhat University rule about government employee and education personal ethics that respond by university administrator and Rajabhat university committee too. The researchResult of paradigm shift Culture and Value of the Committee Faculty of Senate of Personal Rajabhat University in Bangkok which are Suan SunandhaRajabhat University, BansomdejchaophayaRajabhat University, ThonburiRajabhat University, ChankasemRajabhat University and also to PhanakornRajabhat University. Research result showed that paradigm shift changing about Culture and Value of the Committee Faculty of Senate of Personal Rajabhat University in Bangkok were opinion in the high level and when consider in each factors are high level every factor.

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