

Executives in the New Age with Thailand 4.0

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Abstract

In the Thailand 4.0. In addition to the knowledge of arts and sciences, the executives as well as other science. Related they must be trained to be with moral ethics. Intelligent understanding of the world and life, in fact, knowledge of life, mental maturity, gentle, suitable for use. Can adapt to the situation. No matter how many times the situation in Thailand is developed. Management will also be effective and effective. It leads to the goal of "stable, prosperous and sustainable".

Keyword: Executives; New Age; Thailand 4.0

Introduction

The situation of modern society has changed dramatically. Also known in this era as the 21st century. In this age, the change was fast and completely different from the 19th and 20th centuries. The past industrial economy, it has been replaced by economic and service-driven information, knowledge and innovation. And no matter which way to turn. The technology is used to increase productivity instead of traditional labor. Groups or organizations must be a change in management tactics. To use both science and art combined with modern science to develop an organization to survive. Especially in terms of executive development. This is the most important human capital in the management process.

Thailand today, according to the policy of the NSC, is announcing the policy to develop the country into a new era called Thailand 4.0 (Thailand 4.0). As focusing on transforming the economy into a "value-based economy" or "innovation-driven economy" by focusing on the transition from "commodity" to "innovative" that changed from driving the country with the industrial sector to technology driven creativity and innovation. Including shift from focus to manufacturing sector to focus on the service sector more. So, when developing country modify driving like this. Organizations that operate in Thailand Institutional change must be aligned with the country's key development directions. "Leadership" of the organization's executives. It must be promoted in accordance with Thailand 4.0 era.

Executives in the New Age

In the present situation, the nation needs a new generation of executives who are knowledgeable, honesty and honestly. Especially the executives at various levels must want to have the moral of the original. That means that the person is the one who is committed to the right thing to buy, honestly performs the duty with a sense of commitment to enhance goodness have responsibility to lead the organization to success according to the

intentions and objectives of the organization. And also to make kindness and unity among the followers in the organization or subordinate.

Executive management can refer to the theoretical principles of your management, educators, or internationally accepted scholars. But sometimes it should be managed in different ways. According to management principles, there may be some defect or jam, it is possible. This may cause management to fail as expected. But if there is an integration of theoretical principles of the administration of the principles of Buddhism. Believed to create administrative power. Enhancing the management skills better and more complete, because the doctrines are Buddhist principles teach everyone to be good, moral and ethical, if applied to the administration of modern society. Management will be soft, flexibility in the right circumstances.

Thailand 4.0

"Thailand 4.0" is the policy vision of Thailand's economic development or the economic development model of the government under the leadership of General Prayut Chanocha, Prime Minister and Head of National Peace Corps (KBC). Entering the country on a vision of "stable, prosperous and sustainable". It has a mission to drive the reform of the country to adjust the direction and create a path to develop the country. Can cope with new opportunities and threats that change rapidly and severely in the 21st century.

"Thailand 4.0" is the Prime Minister's determination. To transform the economy into a "value-based economy", the main idea is to shift from "commodity" to "innovative" industry to technology driven creativity and innovation and shift from focus to product manufacturing to focus on the service sector more.

Therefore, "Thailand 4.0" should change the way it is done to modern agriculture. The emphasis is on management and technology (Smart Farming) by farmers to be rich and as an entrepreneurial farmer (Entrepreneur). Switch from traditional SMEs or existing SMEs, and the state must always help to become Smart Enterprises and Startups. Emerging companies with high potential shift from Traditional Services, which are creating relatively low value to high value

services and switching from low-skilled to knowledge workers, expertise and high skills.

Executives in the Thailand 4.0 Era

Before entering into leadership with desirable administration in Thailand 4.0 era. The author presents the definition of leadership, which Professor Emeritus Dr. Sorn Suksri Srivong defines that leadership refers to the ability of a leader to get someone else to act and to achieve corporate objectives. When an executive or leader must allow someone else to do something. The author will propose a theory of Trait Theory to lead to the development of Thailand 4.0 are;

First, Conceptual Characteristics, which means that leaders must be intelligent, Analytical thinking and systematic forecasting and see what will happen in the future. Including the change response in the model of country development in Thailand 4.0.

Second, Interpersonal Characteristics refers to a leader having communication skills, establish good relationships with others, have a positive attitude and to be a good example to society. Because in the era of Thailand 4.0 is the Era of creative use, innovate science, technology and research and development. The exchange of information between individuals and between organizations is very important.

Third, Technical Characteristics refers to the leader must have the knowledge, understanding the ability to work, can solve the problem. There is a way to convey and teach the work to the subordinate.

Fourth, Personal Characteristics promoted in Thailand 4.0, such as self-confidence, high responsibility, commitment, be cautious and enthusiastic.

Fifth, physical characteristics, which in principle means age, height, weight, physical strength. However, this characteristics, the author looked at that it is a contribution to the credibility of individual leaders in using leadership to subordinate. As the saying. "Good personality Affect credibility".

Last, Social Background Characteristics such as the leader's educational background, to contribute to the organization development network. Because of the development of Thailand 4.0. Finally, the startups downstream using the power of "civil" in the drive. The propulsion of public power means the leader cannot be driven alone, but there must be a network to strengthen the drive.

Considering the desirable characteristics of the desirable Thai managers in the 4.0 Era, these features, if properly developed, will lead the country and its organizations to sustainable development. The development of that is to apply the principles of Buddhism to apply to develop skills and increase the power of management itself.

In Buddhism, when we consider the Buddhist management knowledge, we can apply the principles to manage our organization to achieve our goals. The principle of the use of the principles are as follows;

In the Sutta Pitaka, have expressed about the tools of success 4 as follows: "The people will cross the void with faith 1, to cross the story with carelessness 1, be suffering with perseverance 1, be pure with wisdom."

1. The faith that explains that, people will cross the ring with faith or faith to cross the void it. In what work, if a person or a person does not have confidence in what they do? The results of the work will not be successful, but when we do with the conviction that the action in that. When successful, it will work as you think, without hesitation on the obstacles, these beliefs will bypass obstacles.

2. Negligence Crossing the wall means that the management of various tasks. If we do with negligence. Consider the reason, be careful to make a neat job. Carelessness causes many mistakes and problems to step to success, do not overlook a small problem. When we have problem, we must quickly resolved and find ways to prevent problems. The principle of negligence is at the heart of management, where management must always be aware. Especially in today's society.

3. Perseverance means that perseverance is at the heart of the administrative work. When the problem is not tolerated. No effort to improve. It will be but suffering. New generation executives understand the problem and try to resolve with the commitment to achieve their goals. Despite any obstacle encountered. It is not discouraged. Finally, it will succeed. As such, the perseverance has been called “Make misery”.

4. Wisdom makes Purify means that administration leaders need to use intelligence to consider the climb and look through all the problems.

In addition, the administration according to the principles of Buddhism has the principles used in the administration to achieve the maximum benefit and achieve the set goals. In *Dutiyababanikasutra Anguttara-nikaya panjakanibata*, the Buddha said about the characteristics of the executive which is consistent with the characteristics of the management in Thailand 4.0 is

1. *Jakuma* means to have a foresight as if it is a merchant or business executive. Need to know where goods are cheap. Then where to sell it so expensive. In this day must know stock will rise or fall. If a general manager must be able to plan and be smart in using people. This feature is expertise in the use of ideas and creative.

2. *Vidhuro* means to manage the business well and expertise such as a diamond dealer must see the diamond as a diamond or diamond. Medical surgeons need specialized surgery. Lawyers must specialize in law. This feature is technical expertise.

3. *Nissaya Sambanno* means to Human relations skills. Because it is a good human relations, such as merchants traveling to trade cities. There are merchants in that city. Provide accommodation or loans. Because it has good credit Good administrators must be able to hold the hearts. This feature is very important.

In addition, Phra Dhammakosajarn explained that these three characteristics are very different. It depends on the level of management. If a senior executive is responsible for planning and controlling a large number of characteristics, 1 and 3 are very important. 2 is less important because he can

use subordinates with specialized expertise. A middle executive, the three characteristics are equally important: they must have the expertise and good human relations with colleagues and subordinates.

At the same time, he must have a wide and far-sighted wit to prepare for senior management. Some middle managers are not prepared for intelligence. When he was high, he was subordinated to that gossip. "Stupid and still industrious". For top executives to work closely with their employees or subordinates, characteristics 2 and 3 are specialized and human relations are very important. However, the first feature he has to develop is intelligence to prepare to move to the next level.

The framework of modern day administration in Thailand 4.0 must be consistent in practice. The author believes that, if we apply the principles of Buddhism to integrate seriously, it is a clear practice and the development of a sustainable society.

Conclusion

New generation executives must be developed mentally to keep pace with the changes and development of human capital along with the development of information that Thailand is about to step into development called Thailand 4.0. It is important for administrators to integrate the principles and management theories with the Buddhist principles to respond to more complex development guidelines. Because learning the theoretical principles of management, it may not solve the problem effectively when problems occur in the organization. New generation executives in Thailand 4.0 need to develop human resources to thrive inward or mental development to be strong within and to have a strong base of life. Then apply the theory of management as a management approach. It will be able to solve complex problems in modern society Thailand 4.0 efficiently.

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