

RELATIONSHIP AMONG SOCIAL CHARACTERISTICS, TRANSFORMATIONAL LEADERSHIP, ORGANIZATION CULTURE AND PERFORMANCE BASED ON GOOD GOVERNANCE.

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ABSTRACT

The management of government organization in Thailand needs to be enhanced based on good governance. However, the key success factors may be more than the concept of good governance to be able to compete as well as be successful in the globalization. In the modern world, the severe of competition comes from both domestic and international world is not uncommon. The purposes of this study were to examine and investigate the relationship among social characteristics, transformational leadership, organization culture and performance based on good governance as well as to offer some valuable suggestions to improve the management of modern organizations. Major qualitative research techniques were employed to obtain the findings for this study. The findings revealed that there were many important key factors, not just one, contributed to the success of modern organization and provided the effectiveness of the enhancement of performance, duties, and productivity.

Keywords: Performance, Management, Good Governance

INTRODUCTION

Transparency management of good governance is one of the most important bureaucratic managements to achieve the efficacy goals of the organizations. Since transparency management is the vital process of performance and productivity that response directly to the social needs and with the ability to control suitable resources and environment protection. Moreover, transparency management also aims to ensure that all employees are act accordingly rules and regulations of the organizations. The transparency management is important and necessary for the work accomplishment with effectiveness and efficiency in the modern world (The governance code: Principle of Good Governance). Transparency management in the twenty-first century calls for the attention of world nations to pay need to the vitality and to accept the transparency management as the main factors to reduce poverty and promote the development in many different situations. The success of the process of implementation of transparency management relies heavily on the level of full participation with the utilization of consensus orientation.

Thailand stated using the transparency management and embedded in the Constitution of Kingdom of Thailand as of 2007 which focused on the policy of bureaucratic official management and decentralization management. It is aimed to decentralize the powers to all local public management and to promote and support the local public government to have authority to make their own decisions to enhance the local economy improvement with equity and efficiency. The public services offered by the local administration must be on the basis of speed, accuracy, transparency, and full participation by the local people. The local administrations gain more authority to make decisions and have the independent and freedom to manage its own official government administrations.

In terms of the province authority management and administration, the focuses are on the personality of the employees to be extraversion, honesty, consciousness, emotional stability, openness to experience, and understanding the rules and regulation of transparency management. Moreover, leadership is so significant for the transparency management which included these important factors: idealized influence, inspirational motivation, intellectual stimulation, individualized consideration (Savarikience, D, 2013). However, leadership alone is important but not sufficient to the proper management. Many suggestions offered there should be four more factors which were involvement, consistency, adaptability, and mission. If the majority of employees in each province do not possess these important factors, without strong leadership of changing, and unity of corporate culture, it is unlikely to be successful in the sustainable way. Therefore, the researcher is interested in studying and investigating the relationship between social factors, leadership for change, corporate culture, and transparency management of many provinces in Thailand.

METHODOLOGY

The purposes of this study were to investigate level of social characteristics, leadership for change, corporate culture, and transparency management of employees, to examine the influences of social characteristics, leadership for change, corporate culture, and transparency management of employees, and to analyze the influences of social characteristics, leadership for change, corporate culture, and transparency management of employees in UdonThani, Nongbualumpoo, NongKai, lei, and Bungkan province in Thailand. In order to investigate this research topic, there are five necessary steps of conducting this study: define research problems and its current situation, set up research questions and its main purposes, employing the qualitative method, obtain the analysis and results and discussion, and finally offer valuable suggestions. In order to gain the findings and answers to this research objectives, a qualitative research study was employed for the purposes. The study was conducted by utilizing an in-depth interviewing with 42 informants who have some experiences dealing with local public administration and management. The questions was designed and developed to elicit inner information, comments, experiences, and suggestions from the respondents. In fact, the sample group were asked to provide information on many factors such as social characteristics, leadership for change, corporate culture, and transparency of management. Contextual analysis as well as both primary data and secondary data from focus group and results of previous studies were also complying and synthesis for data analysis and to reach the findings and discussion.



FINDINGS

By utilizing the method of interview, the findings of this study can be reported from the 42 respondents. The majority of the respondents were male with the age of 51 years or and more. The majority had a graduate degree and married. In additions, the majority of the respondents had a lone experience in working with the local public administration and management with more than 30 years of direct experience. The findings can be revealed that in terms of social characteristics was in a good level could be ranked as follows: the stability of emotion, honesty, listening to others, openness for experience, and social ability. In terms of leadership for change, it can be ranked as follows: individual characteristics, motivation, ideal influence, and wisdom. In terms of corporate culture, it can be ranked as follows: loyalty, duty, concur, and adjustment. More importantly, factor of transparency management directly and indirectly affected the success of public administration and management as well as affected the key success of local public administration and management such as leadership, characteristics of employees, and corporate culture which in turn, affected the productivity, performance, morality, and profitability. However, key success of public administration and management often related to the composited characteristic traits of their employees. Problems in the local bureaucratic management can affect the issues of the effectiveness of leadership, communication, productivity, people skills, and teamwork. Finally, the findings reveled that there were many important key factors, not just one, contributed to the success of modern organization and provided the effectiveness of the enhancement of performance, duties, and productivity.

SUGGESTIONS

The suggestions from this study was the hindsight from the findings. First, from the findings, it found that honesty was an important characteristic which related with the transparency management and rules and regulation. Honesty should be promoted and rewarded to ensure that all employees feel that it was both vital and necessary for the organization to be success in a sustainable way. Second, from the findings of leadership for change, it found that motivation to development is significantly related to transparency management and administration with full participation of local people and local officials. Therefore, it was important to promote the motivation for development of local employees regularly and effectively. Finally, from the findings of the corporate culture, it found that responsibility and individual duty was related with the transparency management and administration. Strong culture and strong corporate culture were propelling employees to the same direction of vision and mission of the organization. Therefore, it is imperative to promote the strong culture and strong corporate culture and take advantages of this factors to ensure the success of the local public management and administration.

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