

SUCCESSFUL QUALITY FACTORS ON PUBLIC ADMINISTRATION DEVELOPMENT.

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ABSTRACT

The research objectives represented to study the successful quality factors on public administration development and factors relating the quality development of public administration. The research methodology represented the qualitative approach through documentary research and group interviewing, the studied topics focused on the quality development of public administration. The studied population of 35 administrators represented from purposive sampling of the administrators who held their positions not less than ten years in various of ministries and departments. The research instrument represented group interviewing with the questions and interview in the group, classified the data to each topic and reviewed to illustrate the research question topics. The documentary research represented the evidence-based document that complied with the research questions and reviewed according to the in-depth interview. The finding found the quality development of public administration comprised with seven components of 1) the administrators' assessment 2) policies planning 3) clients and stakeholders orientation 4) measurement, analysis, knowledge management and alternatives evaluation 5) human resources orientation 6) procedures making 7) operational results.

Keywords: Public Administration Development, Successful Quality, policies planning

INTRODUCTION

The quality development of public administration represented the crucial goals of the Thai bureaucratic system that enhanced the quality of working standard to global high performance. The cabinet approved the quality development criteria of public administration as the instruments proposed by the Office of the Public Sector Development Commission that issued on the third policy of Thai bureaucratic Development Policy Plan B.E.2546-2550 represented to become high-performance organization, competent staff with learning capacity, initiating, change and situational adaptation. The second policy of Thai bureaucratic Development Policy Plan B.E.2556-2561 represented the competency organizational development and modernization, competent staff through the quality development of public administration with concepts and structures of Malcolm Baldrige National Quality Award and adapted to Thai government context accordance with the Royal Decree on Criteria and Procedures for Good Governance, B.E. 2546. (Peters, 1994; Namuangrak, 2010, Chinnawat Supatchan, 2012).

LITERATURE REVIEW

The criteria of Public Sector Management Quality Award :PMQA represented the organizational management framework of the Office of the Public Sector Development Commission that contributed the official agents to organizational self-assessment and covered in overall dimensions to enhance the service quality to remain global standard, focused on

organizational continuously improvement covering all seven criteria which comprised of the following. (Osborne D' & Garebler 1992; Petchsingh, 2008; Kulawat Hongku, 2010).

1. The operational assessment of executives on vision, goals, value, operational expectation, clients and stakeholders orientation, empowering, innovative and learning in official agencies, good governance and social and community responsibility activities.

2. The policy planning represented the assessment of procedures and transformation of policies, policy goals, core policies and bureaucratic action plans to be practices and measuring in advancement.

3. The clients and stakeholders orientation represented the assessment of the requirement, expectation, preference, relationship and determining the crucial factors that provided the satisfaction to clients and stakeholders.

4. Measuring, analysis and knowledge management represented to evaluate the alternatives, collecting, analysis, management and information improvement and contribute the operational improvement.

5. The human resource orientation represented the work system evaluation, learning system, staff motivating to be developed personal and potential to organizational direction.

6. Process management represented the procedures evaluation, servicing, other processes to provide value to clients and stakeholders and supporting process for mission achievement.

7. The operational results represented the operational evaluation and trend of dimensions in effectiveness, service quality and efficiency.

Public Sector Management Quality Award: PMQA represented of organizational development tools of core policy that enhanced the potential and competency in the quality of Thai bureaucratic system to remain global standard. This tool continuously performed the official agencies to develop with policy goals of bureaucratic system. The continuous improvement in 2008-2012 represented the required official agencies of high competency, vision, social responsibility, clients and stakeholders orientation, efficient good service delivering, self-development of officers, initiating, continual learning and rational decision making based on information and effectiveness performing on the framework of development and quality circle in government sectors. (Namuangrak, 2010; Jamrong Jinopeng, 2011).

The quality orientation of governmental organization in fiscal year 2010, the measuring of successful operations complied with the criteria of quality in public administration on fundamental level. The promotion and assessment enhanced the official agencies in the department, provincial agencies and academic institutes in three aspects as following.

1) To promote the official agencies to understand the governmental quality development such as organized the key success indicators on the governmental quality development in fiscal year 2010 in the department, provincial agencies and academic institutes, consultation clinics for other official agencies and online information through the Office of the Public Sector Development Commission, performance assessment in the service quality development in public agencies in the fiscal year 2010 on 137 departments, 75 provincial agencies and 12 academic institutes.

2. To prepare the handbook and develop the criteria of quality in public administration, contribute the improvement and continually develop according with the criteria and the royal decree on criteria and procedures for good governance. In addition to reflect of the level of government development, including the development of the certification program to meet the basic quality standards for public administration.

3. To promote the strength of network in institutional quality development through the exchange of quality development learning among the members with 2 institutes (Khon kaen University and Prince of Songkla University) throughout the 8 years (2003 - 2010), the

development of the bureaucratic system made important changes that resulted to organizational development systematically and continuously, emphasized the clients and stakeholders orientation to formulate policies to meet the needs, expectations and implementation of policies with systematic review, supervision, monitoring and improvement of procedures to be effective.

The public administration complied with bureaucracy concepts was not appropriate with the context at the present, public administration in the future was likely to involve with the business, private and public sector Therefore the change of government administration in the future proposed two alternatives, the market model and participating model for public administration reform. (Petchsingh, 2008; Hongku, 2010).

In addition the call for systematic administrative reform due to the negative impact that resulted from the bureaucratic systems, the trend of change in policy implementation with the marketing model and the participating model.

1) The market model was proposed to reduce the size and limit the role of the government due to the failure and ineffectiveness of the government and bureaucrats in interfering with the economic and social systems, there was a monopoly in the provision of public services and private interests. In addition, it was proposed the privatization and applied policies based on marketing mechanism. Although the role of the government was nevertheless recognized as necessary and a crucial factor in facilitating the free-market economy, but the governmental operation required modernized adaptation as private sector by separating policy formulation from policy implementation by establishing the structure to be suitable, focusing on efficiency, effectiveness and service quality. The reduction in control and regulations, transferring duties and financial empowering to the executives, established an explicit performance in the contract and seriously monitoring of performance achievement. (Osborne D' & Garebler, 1992; Juntakeaw & Wongleedee, 2019).

2) The participating model represented an effort in participate between citizens and civil-society organizations to directly govern not only voting but also promote the group integration for self-development based on public consciousness or public interest.

METHODOLOGY

The research methodology represented the qualitative approach through documentary research and group interviewing, the studied topics focused on the quality development of public administration. The studied population of 35 administrators represented from purposive sampling of the administrators who occupied their positions not less than ten years in a various of ministries and departments. The research instrument represented group interviewing with the questions and interview in a group, classified the data to each topic and reviewed to illustrate the research question topics. The documentary research represented the evidence-based document that complied with the research questions and reviewed according to the in-depth interview.

RESULTS

The finding recognized the quality development of public administration comprised with seven components of 1) the administrators' assessment 2) policies planning 3) clients and stakeholders orientation 4) measurement, analysis, knowledge management and alternatives evaluation 5) human resources orientation 6) procedures making 7) operational results. In addition the governmental quality development comprised with the wide and continuous self-improvement and focused on organizational improvement in service quality that comprised three factors as following 1) To promote the official agencies to understand

the governmental quality development 2) To prepare the handbook and develop the criteria of quality in public administration 3) To promote the strengthen the of network in institutional quality development.

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