



GUIDELINES FOR MANAGEMENT ACCORDING TO THE PRINCIPLES OF GOOD GOVERNANCE FOR MODERN EXECUTIVES

Nutchanart Triyawong

Student of Master in Educational Administration, Suan Sunandha Rajabhat University

E-mail: s66561802069@ssru.ac.th

Thada Siththada

Graduate school, Suan Sunandha Rajabhat University

E-mail: thada.si@ssru.ac.th

Abstract

Administering according to the principles of good governance means managing according to the principles of law, morality, and transparency. Principles of participation Principles of Responsibility and the principle of value by educational institution administrators Good governance principles can be applied in educational institutions that have operated efficiently. and effectiveness It is also a mechanism for controlling, monitoring, and inspecting, allowing outside organizations to participate. This is to prevent damage. Transparency and create good consciousness in the administration of the organization giving importance with principles of good governance Therefore, it is the main duty of educational institution administrators. Especially modern school administrators. with modern ideas Use innovation to manage work for teachers and personnel to organize teaching and learning. that is up to date with technology and has progress Emphasis on integration for student participation. Especially in an era where there is change. and has new innovations Come be an important part It also allows students and personnel to develop and increase their knowledge and abilities in providing education to the highest quality. Having modern educational institution administrators manage the educational institution. Executives must be interested. and have knowledge and technology Use a variety of innovations In making decisions, therefore, management according to the principles of good governance of modern educational institution administrators Therefore, it is necessary to work in order to be efficient and effective.

Keywords: principles of good governance, educational institution administrators

Introduction

Good governance is a guarantee of administration to develop the government system into a quality organization with high performance continuously since the fiscal year 2004 until now. It can be seen from the evaluation framework according to the certification of the performance of the government agencies involved in using the principles of good governance each year. The government organization with morality, ethics and dignity will focus on evaluating the morality, ethics and good governance aspects by giving importance to transparency in the performance of government services, public participation, and creating measures to prevent and suppress corruption and misconduct in government agencies. Therefore, good civil servants must comply with the principles of public administration in line with the Office of the Basic Education Commission that sees the importance of such principles. Therefore, there is a policy to strengthen the administration according to the principles of good governance in every agency with the objective of making administrators, teachers and educational personnel have knowledge and understanding of the administration process, creating awareness and improving the work systems of all sectors of the agency to be efficient and to continuously change. It is also in line with the reform of the government system and the reform of the modern education administration system. The educational administration agency

is a very important main organization in today's society to be reformed for the better by applying the principles of good governance in administration and determining the decentralization of administration, education system management, academic administration and budget administration.

Personnel management and general management for educational institutions that are juristic persons. Being a juristic person of an educational institution requires high responsibility and the principles of good governance are increasingly applied in management. Therefore, a policy has been established for all levels of subordinate agencies to administer education in accordance with the principles of good governance in order to benefit the people, create effective results for the government sector, create worthwhile results, facilitate all citizens, and respond to the needs of the people. Strategies for educational management in accordance with the principles of good governance have also been established.

School administrators, as school administrators, are the commanders of civil servants, and have the authority to make decisions in the administration and activities of educational institutions that must adhere to morality, ethics, and the rule of law in their work in order to gain credibility, including participation in various aspects until they are accepted by the organization. From the state's determination of the morality and ethics standards of civil servants, there has been an adjustment in the roles and duties in the administration of the public sector to be efficient, and the system of good governance has been introduced as a guideline for the operations of the public sector, private business sector, and the public to be able to live together happily. Good governance or "good governance" is considered a new concept in the administration of the public sector that emphasizes the role of administrators in the administration of the public sector as high-quality service providers, as supported by parents, students, and communities in the administration of schools today.

The significance of management

Management is the process of planning, organizing, directing and controlling the operations of an organization and the use of other resources to achieve the organization's goals. In other words, it is a process of working to create successful work by using people and resources effectively and achieving goals.

Nanthiya Sriling (2010: 15 - 16) defined management as the planning process within an organization, using leaders or administrators to use leadership skills in various areas and encouraging those involved to participate in operations and problem solving in order to achieve one of the objectives jointly set by the people in the organization.

Wirot Saranat (2012:1) defined management as the process of operating to achieve the organization's goals efficiently by using management functions, including planning, organizing, guiding and controlling the organization.

Noppong Boonjitradul (2014: 13) defined management as the actions of two or more people working together to achieve the set goals by using systematic processes, resources, and appropriate techniques.

From the study of the meaning of management, it can be concluded that management means the work of a group of 2 or more people, with cooperation and unity, which will make the operation achieve the objectives that have been set reasonably. Which must have factors in the operation, such as people, money, materials and various equipment used in the operation, which will lead to success according to the goals and activities that have been set.

Meaning of educational administration

Educational administration is the operation of a group of educational personnel using effective administrative processes to develop quality in terms of personality, knowledge, ability, attitude, behavior and morality to have values that meet the needs of society.

Thanongsak Kumkhainam (2011: 13) defined educational administration as the operation of a group of people to develop members of society to flourish in various aspects and to be good members who are useful to society.

Wirot Saranat (2012: 10) defined educational administration as the process of working with people and resources to organize the learning process so that learners and society can flourish by transferring knowledge, training, creating and promoting academic advancement, creating knowledge from managing the environment, society, learning, and supporting factors so that individuals can continuously learn throughout their lives.

Good (1973: 14) defined educational administration as the diagnosis, ordering, control and management of all personnel work in an educational institution, including activities directly related to students.

From the study of the meaning of educational administration, it can be concluded that educational administration means the operation of a group of individuals to develop learners to have knowledge and abilities to be good people of society under the organization of teaching and learning activities and various facilities that are effective.

The importance of educational administration

Educational institution management helps human quality to operate activities efficiently and aims to develop various personnel of the educational institution.

Witthayakorn Chiangkul (2008: 19) mentioned about the importance of educational institution administration that educational institution administration in the form of direct decentralization to educational institutions is a new form of educational administration according to the current National Education Act.

Chaiset Phromsri (2008: 12) mentioned about the importance of educational administration that executives are important persons who will create changes or impacts that occur to the organization. Whether the organization will be effective or fail depends mainly on the executives or managers. It can be seen that changes both inside and outside the organization cannot occur without good administration and good administrative skills of the organization's executives. Therefore, good and effective management of the organization's executives is important for the progress and success of the organization.

Santi Boonphirom (2009: 49) mentioned about the importance of educational administration that it is a joint action of two or more persons to achieve the objectives and goals that have been set by using various factors to support the action to achieve the results as planned.

From the study of the importance of educational administration, it can be concluded that the importance of educational administration is administration with administrators as key persons in driving policy. In order for administration to be in line with the set goals, there must be planning and policy determination, which leads to the success of the educational institution and is accepted by people outside and inside the educational institution.

Meaning of educational administrators

Educational administrators are positions or duties that are appointed with the authority and duty to manage educational institutions to achieve their objectives by using science and art to operate systematically.

Chanchai Ajinsamacharn (1998: 86) stated that an executive means a person who has the duty to manage and control business and means a person holding a high position in an organization. In the management, there must be an organization that acts as the head of the unit called a personnel executive, where a group will be the administrator of the work done in an association or an office. If any executive works successfully, achieves the goal, and achieves the highest administrative success, is a person who has both science and art, and is capable of managing in every field, whether it be banking, industry, business, education, or even national administration, he who has this ability is called a “professional administrator.”

Satithip Tipmo (2009: 14) stated that educational institution administrators mean professional personnel who are responsible for the administration of educational institutions from early childhood education to higher education levels below a degree. They are people who use arts and various methods in their work with their abilities and are leaders who lead schools to achieve success according to their goals with efficiency and effectiveness.

Runcharoen (2007: 7) stated that school administrators are the main personnel of the school and are professional leaders who must have competence, knowledge, ability, morality, ethics, and good professional ethics to lead to good and effective school administration. The administration of education in the school has an influence on the education of the community. The efficiency of the administration depends on the school administrators. The organization of education in the school to be of quality. Academic work is considered the main work of the school that aims to develop students to be knowledgeable, skilled, and have desirable characteristics.

From the definition of the dead end executive, it can be seen that the leader and the executive are the same person, just playing different roles in each situation. The executive who lacks leadership can complete the mission. The executive who has leadership can complete what he is responsible for. He can make the group succeed according to the objectives, help the organization continue and help the members respond to the needs of what they want.

Meaning of good governance

Good governance is the administration, management, control and supervision of various activities to be in accordance with moral principles. It is also good management which can be applied in both the public and private sectors.

Tinkorn Akkarasri Chairroj (2008: 21) defined good governance as the quality administration of the country and society. It is a guideline for organizing society, including the public sector, private business sector, and the public sector, which includes academics, operations, government, and business sectors, to be able to coexist peacefully, with love and unity, and jointly be a force for sustainable development. It is also a part of strengthening or building immunity for the country to alleviate, prevent, or resolve dangerous crises that may arise in the future because society will feel justice, transparency, and participation, which are important characteristics of dignity, humanity, and democratic governance with the King as Head of State, in line with Thainess, the Constitution, and current world trends.

Thawin Arunwet (2010: 31) defined good governance as the principles of administration or governance that consist of moral principles, goodness, governing by adhering to the principles of law, rules, regulations, promoting good people to participate, developing and living together peacefully and peacefully, promoting the integration of people to access information, participating in taking responsibility, making decisions with honesty, transparency, not being corrupt and being able to be examined, and adhering to the principles of governance that are adequate, worthwhile and cost-effective.

Sinlapon Srichanphet (2011: 1) defined good governance as the process of decision-making and implementation of decision-making results related to public affairs and human rights. Good governance principles must be free from distortion, misuse and corruption.

The United Nations (United Nations. Online. 2000) has defined good governance as the basic principles for creating equal development for all types of people in society, with better quality of life, and participation of the people and society. There is an answer with reasons that can be explained.

From studying the meaning of good governance, it can be concluded that good governance means the process of managing the country with cooperation from government agencies, private sectors and the public sector, administrative principles consisting of morality, goodness, governance based on the principles of law, rules and regulations and promoting good people to participate in development and promoting happy coexistence, promoting people to access information and participate in decision making.

The importance of good governance

Good governance involves the process of allocating resources that are fair to people in society, providing confidence to disadvantaged and poor groups, organizing an effective and efficient economic system, and maintaining a balance in the country's economic, social, and political systems with stability.

Sirichai Kanjanawasi (2010: 29 - 31) emphasized the importance of good governance as a principle of governance according to the Dharma-dictatorship. It is a governance of the country with fairness and good rules, with the organization of various systems and mechanisms in government agencies, state organizations, independent organizations, private organizations, and others, both juristic persons, private sectors, and public sectors. Therefore, good governance is a guideline 19 for organizing so that society of the country, including the public sector, private sectors, and public sectors of the whole country, can live together peacefully and in accordance with correctness and fairness. The principle of good governance is a principle of good management because it has adjusted the way of thinking and the way of administration of Thailand. The system of good governance is therefore important for management and is beneficial to organizations, communities, the country, and the world society.

From the study of the importance of good governance, it can be concluded that the importance of good governance is a strategic approach to governance according to the Dharma democracy. It is also a basic principle to create fairness in society, benefiting everyone and allowing them to live together peacefully. Good governance will help the state system to be fair, and is an international standard that will be used to drive organizations to be efficient.

Educational administration based on good governance principles

Good governance management of educational institution administrators in line with the policies of the Office of the Civil Service Commission, including:

The rule of law is the rules, regulations and rules used in an organization, which are mutual agreements and are accepted by members and society. These rules must bring about equality for members of the organization and those who receive services by setting and strictly following the rules.

Morality is the practice of doing the right thing with honesty, sincerity, adhering to what is right and good on the basis of morality and ethics, under the rules, regulations and regulations of the educational institution. At the same time, the educational institution should encourage its personnel to adhere to morality as the main principle in performing their duties as an example to society.

The principle of transparency is an operation or management in which executives build mutual trust with those involved. There is straightforward disclosure of useful information and there is a clear and reliable verification process. Executives must communicate so that personnel understand the policies and operational goals of each section in order to create confidence and faith. Everyone must live together happily.

The principle of participation is an operation or management in which administrators provide opportunities for civil servants, teachers, the Basic Education Commission, and the public to participate in decision-making, participate in implementation of the school's policies, receive information, express opinions, and monitor operations to ensure they are in accordance with the established policies.

The principle of responsibility is the determination to perform work to the best of one's ability to achieve goals and comply with the rules and regulations of the educational institution, be aware of the rights and responsibilities towards society, be attentive to problems and be ready to take responsibility and solve problems, and respect the opinions of members of the educational institution.

The principle of value for money is an efficient and effective management, using available resources in a worthwhile and appropriate manner, in order to create maximum benefit for the public and educational development, while adhering to the highest benefit for society and the country.

Guidelines for good governance management of modern executives

The new era school administrators, as leaders who influence internal personnel, play a role in determining directions, policies, and leading the school to success, must be ready in terms of outstanding characteristics, namely, having high intellectual skills, being professional administrators, having a creative mind, having a good attitude, and being a visionary person with high expectations who aims to create success in work, as well as developing the school into a learning organization and creating the school into a new era innovative organization. In addition, the new era school administrators must have an important role, which is to change their role from being a controller to a leader who sets the guidelines for personnel work, have an understanding of cultural diversity and proactive management, adhere to the principle of participation in adjusting the organization to be a small organization with a horizontal structure, and strengthen educational partnerships. Therefore, the new era school leaders must seek knowledge in both theory, practice, and experience.

The administration and management of the new era educational administrators is an important mechanism in driving change and achieving the set goals. However, how will the educational administrators manage and manage to achieve efficiency? The administrators must be those who have clear goals for success and are committed to achieving the set goals, dedicating their energy and thinking to the fullest, having high academic leadership, initiative, and vision, being an academic support for subordinates, having the ability to manage the organization, assigning tasks to personnel appropriate to their potential, and being fair and consistent with the burden and amount of work, using the principles of decentralization and participation in administration, and promoting the organization of educational curriculum that is appropriate for the current learners and local areas.

Conclusion

From the study of the management approach based on the principles of good governance of the new generation of administrators, it was found that the principles of good governance are very important in the work process in order for the organization to have the qualities along with knowledge and morality, including discipline, honesty, responsibility

towards oneself and the public, which will lead to being a good citizen and a good citizen of the community and society, as well as a source of learning the true values of life, along with inserting good principles for behavior and practicing according to training and teaching, which are internal environmental factors of the school, including the shared values of the school, the school's operating system, personnel, skills, and styles. As for the external environmental factors of the school that have an impact, they include the political environment, which makes the organization work efficiently and effectively. Therefore, the management approach based on the principles of good governance of the school administrators is important, making the management of high quality. They must develop themselves, have leadership, change and create new things, have the ability to use management skills well, have the ability to analyze, initiate innovations, and new methods to develop and improve, and can advise personnel in the educational institution to apply them to develop learners, develop teachers, and personnel to have knowledge and skills in working, along with participating in the operation of developing the quality of education to be used in the organization, in order to develop quality to meet educational standards, resulting in efficiency and effectiveness in the administration of the educational institution in all aspects.

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