


Chapter 13

The Model for Applying the Sufficiency Economy Philosophy of Different Generations in Bangkok and Its Vicinity

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ABSTRACT

The purposes of this study were to 1) study the model for applying the sufficiency economy philosophy of different generations in Bangkok and its vicinity area and 2) compare the model for applying the sufficiency economy philosophy of different generations in Bangkok and its vicinity area. The study found that 1) the model for applying the sufficiency economy philosophy of Generation X was moral more than knowledge in every item. The condition of moral was mostly affected with SELF $\beta = 0.74$, and the condition with knowledge was affected more than moral with RESON $\beta = 0.34$. The model for applying the sufficiency economy philosophy of Generation Y was moral more than knowledge in every item with RESON $\beta = 0.78$. The knowledge items were more than RESON $\beta = 0.50$. The model for applying the sufficiency economy philosophy of Generation Z was in some items with RESON $\beta = 0.66$; the condition with knowledge was affected more than moral with MODER $\beta = 0.98$, and the model for applying the sufficiency economy philosophy of different generations in Bangkok and its vicinity area were different.

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INTRODUCTION

In the age of globalization the world is changing rapidly causing consumerism excessive use of force and agents the cause debt and social problems as for Thailand Experienced economic bubble in 1997. During that time, Thailand faced economic crisis, the Great Depression. Moreover, faced with an imbalance caused by the developed countries. Lack of sustainability The aim of economic growth only on one side, while the society to face the problem of natural resources. And the environment is degraded. It is the grace of His Majesty King Bhumibol Adulyadej the Great the gracious offer ” the King’s philosophy” is the philosophy of sufficiency economy to the people of Thailand. Our concept is based on the way. As a precaution and regardless of Modesty. At the same time, it must be grounded in action. The immunity that is good in itself. Be prepared to be affected by the changes. That will happen in the future through knowledge, diligence and integrity.

With a panoramic vision of His Majesty King Bhumibol Adulyadej the Great, which cared for his civilian subjects. Recognizing the importance of the nation. The human resource needs to be strengthened. There is resistance to change, extreme consumerism of society. But he gave Philosophy, which points to the existence and practice their lines of people at all levels. Since the level of family, community and state levels. Both in developing and managing international operations in the Middle. The economic development to keep pace with the globalized world (Wisit Rittiboonchai, 2017: 29). To date the core philosophy has been proved that the concept is innovative. In essence, because His philosophy emphasized. Sustainable Development before. Have endorsed the Agenda for Sustainable Development (Sustainable Development Goals: SDGs) Act 2030 in the United Nations. With realizing that the sufficiency economy philosophy is the only option to achieve sustainable development goals. Thailand as the first country to use the concept of sufficient economy philosophy. The position of the Chairman of the developing countries of 134 overseas countries has only applied the sufficiency economy philosophy to apply in two different ways. Including the establishment of learning that occurs in the area of government or heads of countries such as the Kingdom of Lesotho. Kingdom of Tonga, and Lao PDR. There is also an agricultural project or community, for example, Timor Leste, Cambodia. And Chile (The Nation Online, 2017). For this reason, make King Maha Vajiralongkorn Inherit the commitment of the royal father. Proposed by the government orientation of the national strategy to make the country stable, prosperous, and sustainable development focus in using science to develop in parallel. Sticking to the guidelines developed by the West. Coupled with the concept east However, the king believe that the concept of the west thought Maybe everything will develop rapidly. However, it may not be sustained for any adverse effects and risks. The Eastern Development section may be slower but more secure. If the foundation is strengthened, it grows steadily. In terms of budget, is one of the major problems in the country. The allocation and spending Thailand is required Cardinal Health. “Sufficiency Economy” and the country east and west. In parallel with a three loops second conditions, spending rationally. And have good immunity. (The Nation 2016) These things will help to cast the people in their country to birth. Quality of life and happiness with recognition of the King’s philosophy.

At present, the researchers found that there were a lot of research in both domestic and overseas. Sufficiency Economy Philosophy Researchers as investigators follow the development, the study of the concept of sufficiency economy philosophy is classified by generation. There are no people who do education as a relatively new job and wait for the results of a rational research with elapsed time. The use of sufficiency economy philosophy has passed through the era of users in a wide range of times with the confidence of researchers through research studies related to sufficiency economy philosophy.

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