Abstract

Title	:	A Management Model for Social Enterprises in Thailand
By	:	Mr. Somkiat Sakulsuraekkapong
Degree	:	Doctor of Philosophy
Major	:	Management
Advisor	:	....

(Associate Professor Sunya Sunyavivat, Ph.D.)

....

(Assistant Professor Phiphat Nonthanathorn, Ph.D.)

21 / 11 / 2015

This research "A Management Model for Social Enterprises in Thailand" aims to discover an appropriate model for effective Social Enterprises (SE) through the sampling of 150 leaders in Social Enterprises in Thailand. The researcher reviewed relevant literature and other related research and used quantitative research methodology to gather and analyse data by focusing on the following latent variables: Leadership, Value-added Products, Organisational Structures and Social Enterprise effectiveness through 15 observed variables. The research was conducted primarily through questionnaires which sought to obtain general demographic data, opinion ratings scales on the effectiveness factors of SE and other relevant information from a range of open-ended questions. The researcher uses Structural Equation Modeling (SEM) methodology to analyse the data, followed by interview sessions to gather more in-depth information. The results indicated that the hypothetical causal model was consistent with the empirical data, with $\chi^2 = 78.328$, $df = 65$, $p = 0.124$, $\chi^2 / df = 1.205$, GFI = 0.934, NFI = 0.964, NNFI = 0.988, RMR = 0.032, SRMR = 0.056, RMSEA = 0.037, LSR = 3.817

The research results show that the variables in the model accounted for 54.30 percent of the total variance of SE Effectiveness (R^2 = 0.543). At a 0.05 confident level, SE Effectiveness had a statistically significant direct effect from Leadership at 0.571, Value-added Products at 0.452 and Structure at -0.379, respectively.

Key Word: Social Enterprises, Leadership, Value-added Product, Organisational Structure