

PUBLIC OPINION ON THE ADMINISTRATIVE EFFICIENCY OF HUADONG SUBDISTRICT MUNICIPALITY, PHICHIT PROVINCE

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ABSTRACT

The study on the administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province aimed to study and compare the administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province. The population used in this study was 3,256 people in the area of Huadong Subdistrict Municipality, Mueang District, Phichit Province, aged 18 years and over. The sample size was determined using Taro Yamane's formula, resulting in a sample of 356 people. Data were collected using a questionnaire as a tool for the study. Data were analyzed using statistics using percentage, mean, standard deviation, and t - test and F - test. The differences in mean values were analyzed by pairwise LSD Analysis. The results of the study found that

Most of the respondents 102 people, or 28.65 percent, were aged 41-50 years. 244 people, or 68.54 percent, had lower than a bachelor's degree. 97 people, or 27.25 percent, were employees of private companies. 141 people, or 39.61 percent, had resided in the area for more than 10 years. The overall efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province was at a high level. When considering each aspect, it was found that all aspects were at a high level. The aspect with the highest average value was public health and environment administration, followed by technical administration, followed by general administration, and the aspect with the lowest average value was treasury administration.

A comparative study of the differences in the efficiency of administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, classified by personal factors found that age, education

level, and income had no statistically significant effect on the level of community development needs. However, the length of stay in the area had a statistically significant effect on the level of public opinion at the .05 level.

Keywords : Opinion; Efficiency; Administration

Introduction

Local government is a form of government administration organized according to the principle of decentralization, which is the central government has decentralized administrative and administrative power to various local government organizations to provide public services to the people under the scope of the law (Thanawat Rattanasak, 2012). Local government is a unit of government that is very important to the development of the country because it is a form of government that is close to the people and opens up the people to receive the most services and administration. It is a decentralization of some administrative powers from the central government to the people without the local administration being the administrators. The state gives some administrative power to local organizations and allows them to make decisions as appropriate, such as managing public services without having to depend on the command of the central government. At present, there are 4 types of local governments in Thailand: provincial administrative organizations, municipalities, sub-district administrative organizations, special administrative organizations such as Bangkok and Pattaya City, each of which has different structural and administrative characteristics (Rossukon Rattanasempong, 2007). Municipalities are considered to be the local government organizations with the longest history at present. (Excluding sanitary districts, which have now all been upgraded to sub-district municipalities) Municipalities in Thailand were established in 1933 under the Municipal Organization Act of 1933, one year after the change of government under the government of Phraya Phahon Phonphayuhasena, the Prime Minister at that time (Thanet Charoenmuang, 1999). Pridi Banomyong was considered one of the important figures who pushed for the establishment of municipalities in 1933, who introduced the concept of local government that was widely used in the West to Thailand. He was also one of the most important figures in the change of government in 1932.

From the above information, the researcher is interested in studying the efficiency of the administration of Huadong Sub - district Municipality, Mueang District, Phichit Province. It can be seen that the efficiency of administration is a basic necessity that must be given

importance, which will lead to the success of the organization's goals effectively. And it is a database to use the results of the study for further benefits.

Objectives

1. To study the level of efficiency in the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

2. To compare the level of efficiency in the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

Hypothesis of the study

1. People with different ages have different opinions on the administration efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

2. People with different levels of education have different opinions on the administration efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

3. People with different occupations have different opinions on the administration efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

4. People with different lengths of stay in the area have different opinions on the administration efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

Scope of the Study

Scope of the Content

In this study, the researcher studied the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, which covered the opinions on the efficiency of the administration in 4 areas: general administration, treasury administration, technical administration, and public health and environment administration (Nawaphan Mangkhalaplang, 2003).

The variables used in this study included:

Independent variables: personal factors of the respondents, as follows:

- (1) Age
- (2) Education level
- (3) Occupation
- (4) Duration of residence in the area

Dependent variables: the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, in 4 areas:

- (1) General administration
- (2) Treasury administration
- (3) Technical administration
- (4) Public health and environment administration

Literature Reviews

Opinion means the expression, practice by speaking, writing or showing gestures of individuals in various matters according to the knowledge and experience of each individual, whether it is positive or negative, which cannot be said whether it is correct or not (Kritsani Mahawirun, 1988).

Administrative efficiency means the success of the operations to achieve the highest efficiency of Wat Bot Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province, to be as specified by law and to benefit the local people. It is divided into 4 aspects (Nawaphan Mangkhalaplang, 2003):

1) General administration means work that involves controlling and managing various aspects of work, such as clerical work, personnel work, legal work, public relations work, registration work, policy and planning work, tourism control and promotion work, peacekeeping work, work system management work, financial and accounting work, procurement work, document printing and distribution work, regulations work, data collection work, statistics work, contract work, religious education and culture management work, community welfare and development work, social welfare work, career promotion and women development work, disaster prevention and relief work, agricultural academic promotion work. and perform other related duties.

2) Treasury administration refers to work that performs various aspects of treasury administration, such as treasury, finance and accounting, revenue collection, statistical data collection and budget analysis, procurement, clerical work, loan management, job classification, personnel management, disbursement inspection, recommendations and consultation, opinions and report summaries, permitting work that is the responsibility of the treasury department, keeping valuable assets of the sub-district administrative organization, and performing other related duties.

3) Technical administration refers to work that performs project planning, data collection and analysis for use in design, master planning, architectural design, equipment, and engineering calculations, construction and repair supervision, public park maintenance, electrical and public lighting, architectural and engineering work, drawing control, construction list, price estimation, inspection of installments for disbursement, providing design and list inspection services, and being a consultant for the sub-district administrative organization's design and construction work and providing general services for the department. and perform other related duties

4) Public health and environmental administration means work performed on public health planning, compilation and analysis of statistical data on public health, disease surveillance, planning, public health services, such as health promotion, disease control, medical treatment and rehabilitation, training, health care, coordination and support for planning at all levels, planning, supervision, monitoring and evaluation of organizational reform and improvement, manpower planning and budget preparation for public health operations and resource services used in public health operations, animal slaughter control and meat sales, collection of sub-unit plans and distribution of plans.

Research Framework

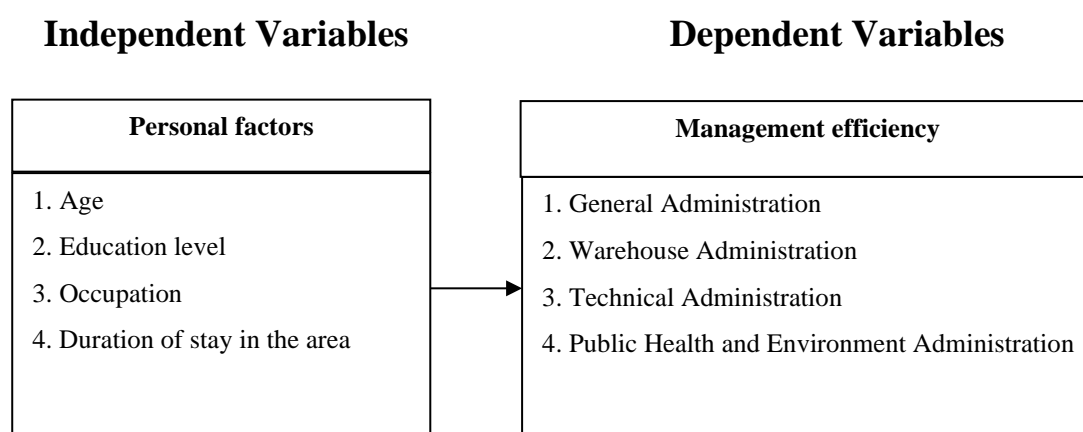


Figure 1 Research conceptual framework

Methodology

This study is a survey research. The researcher has specified the details of the study procedures as follows:

Population and sample

The population used in this research is the people in the area of Huadong Subdistrict Municipality, Mueang District, Phichit Province, who are aged 18 years and over, totaling 3,259 people. The sample group used in the study is the people in the area of Huadong Subdistrict Municipality, Mueang District, Phichit Province. The researcher calculated the sample size using Taro Yamane's formula (Taro Yamane cited in Thirawut Ekakun, 2000) using the following calculation formula:

$$n = \frac{N}{1 + Ne^2}$$

Where n = number of sample sizes

 N = total population

 e = tolerance (in this study, it is set to 0.05)

Substitute values in the formula

$$\begin{aligned} N &= \frac{3,259}{1 + 3,259 (0.05)^2} \\ &= 356 \end{aligned}$$

Therefore, a sample of 356 people was obtained. The researcher selected the sample group using a simple random sampling method and proceeded to distribute the questionnaires.

Instruments used in the research

The questionnaire is divided into 2 parts as follows:

Part 1 is a questionnaire on the personal factors of the respondents, including age, education level, occupation, and length of stay in the area.

Part 2 is a questionnaire on the administrative efficiency of Wat Bot Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province. It is a 5-level rating scale: most, much, moderate, little, least, using the interpretation criteria of Likert scale (Best, 1970) as follows:

5	means	the most participation.
4	means	the most participation.
3	means	the most participation.
2	means	the least participation.
1	means	the least participation.

Instrument Development and Testing

1. Study documents, textbooks, and research related to administrative efficiency to be used as information for creating questions
2. Create questions about administrative efficiency of sub-district municipalities in 4 areas: general administration, treasury administration, technical administration, and public health and environment administration
3. Present the questionnaire to 3 experts
4. Test the questionnaire on a non-sample group used in this study (try out 30 people) and find the reliability of the questionnaire using Cronbach's Alpha Coefficient, which yielded a reliability of .925

Data Analysis

The researcher analyzed the data using a ready-made statistical program with the following details:

1. Analyze the personal data of the respondents using frequency and percentage.
2. Analyze the level of opinions on the management efficiency using the mean (\bar{x}) and standard deviation (S.D.) by comparing with the 5-level average criteria (Bunchom Srisat, 2010) and interpret the results as follows:

4.51 – 5.00	means	the highest level of participation.
3.51 – 4.50	means	the highest level of participation.
2.51 – 3.50	means	the moderate level of participation.
1.51 – 2.50	means	the lowest level of participation.
1.00 – 1.50	means	the lowest level of participation.

3. Compare the level of opinions according to the variables of age, education level, occupation, and length of stay in the area using the F-test and analyze the differences in pairs of averages using the LSD Analysis (Least Significant Difference Analysis).

Results

1. General information of the respondents

Most of the respondents were aged 41-50 years, 102 people, or 28.65 percent, had an education level lower than a bachelor's degree, 244 people, or 68.54 percent, were employed by private companies, 97 people, or 27.25 percent, and had lived in the area for more than 10 years, 141 people, or 39.61 percent.

2. Level of administrative efficiency

The administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province was at a high level overall. When considering each aspect, it was found that all aspects were at a high

level of efficiency. The aspect with the highest average value was public health and environment administration, followed by technical administration, followed by general administration, and the aspect with the lowest average value was treasury administration. Details of each aspect are as follows:

2.1 Administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province In terms of general administration, the overall level was at a high level. When considering each item, it was found that the item with the highest average value was The municipality provides welfare to all welfare recipients and the disadvantaged in your village. The municipality is next in line with education, religion, and local culture and traditions. The lowest average is that the municipality regularly reports the results of the municipal council meetings to the public.

2.2 The overall efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, in terms of treasury management is at a high level. When considering each item, the item with the highest average is that the municipality prepares accounts and reports income and expenditure, financial statements, to your village every month. The next item is that the municipality handles supplies, procurement, and hiring of the municipality with the participation of community representatives. The lowest average is that the municipality provides advice on business registration services and municipal tax collection surveys.

2.3 The overall efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, in terms of technical management is at the highest level. When considering each item, the item with the highest average is that the municipality provides electrical and lighting services. Public coverage in all villages, followed by the municipality, repairing and maintaining construction projects, infrastructure such as roads, drainage for your village, and the lowest average is the municipality, surveying the construction site before actually proceeding with every project of the municipality.

2.4 The efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, in terms of public health and environment administration, is at a high level overall. When considering each item, it was found that the item with the highest average is the municipality, regularly promoting health for people in your community, followed by the municipality, organizing training to provide knowledge on public health, health education for your community, and the

lowest average is the municipality, inspecting and controlling the sale of meat and food to your community.

3. Hypothesis testing results

3.1 Hypothesis 1 People with different ages have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, Chonburi.

The analysis of the hypothesis found that people with different ages have different levels of opinions on the efficiency of the administration of Wat Bot Subdistrict Administrative Organization, Phanat Nikhom District, Chonburi Province. At the 0.05 level of statistical significance, which is not in accordance with the specified hypothesis.

3.2 Hypothesis 2 People with different levels of education have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

The analysis of the hypothesis found that people with different levels of education have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, according to the 0.05 level of statistical significance, which is not in accordance with the specified hypothesis.

3.3 Hypothesis 3 People with different occupations have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

The analysis of the hypothesis found that people with different occupations have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province. At the statistical significance level of 0.05, which is not in accordance with the specified hypothesis.

3.4 Hypothesis 4 People with different lengths of stay in the area have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province.

The analysis of the hypothesis found that people with different lengths of stay in the area have different levels of opinions on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, according to the statistical significance level of 0.05, which is not in accordance with the specified hypothesis.

4. Conclusion and Recommendation

The results of the study on the administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province, have the following issues for discussion:

1. The administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province is at a high level overall. When considering each aspect, it was found that it was at a high level in all aspects.

1.1 In terms of general administration, the opinions of the sample group of people on the administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province, were at a moderate level overall. When considering each item, it was found that the item with the highest average value was that the municipality provided welfare to all welfare recipients and the disadvantaged in your village completely. This can be said that the municipal executives attach importance to providing welfare to the disadvantaged so that they receive a full welfare allowance in accordance with government policy. Therefore, they conducted a survey of the disadvantaged and followed the regulations for paying welfare allowances to the disadvantaged so that they receive equal welfare.

As for the item with the lowest average value, it was reported that the results of the municipal council meetings were regularly reported to the public. This can be said that the Subdistrict Administrative Organization Council lacked the operation to disseminate information or did not publicize it comprehensively or did not have a variety of public relations channels. This results in the public not being able to fully access information. This is consistent with Kanokrat Wongkalasin (2002) who studied factors affecting the efficiency of the management of the village and urban community fund committees in Chaiyaphum Province. He found that the problems and obstacles in the management of the village and urban community fund committees include lack of public relations and lack of follow-up.

1.2 In terms of treasury management, the opinions of the sample group of people on the efficiency of the management of Huadong Subdistrict Municipality, Mueang District, Phichit Province were generally at a high level. When considering each item, it was found that the item with the highest average value was that the municipality prepares accounts and reports income and expenditure, financial statements, for the village to know every month. This can be argued that the operations of the treasury department must be carried out in accordance with the regulations of the Ministry of Interior on the receipt, expenditure, and withdrawal of money of local administrative organizations, which states that financial statements must be reported to the public and relevant agencies. Therefore, treasury management must strictly comply with the regulations, resulting in the

preparation of financial reports and public relations for the public to know every month.

As for the item with the lowest average value, the municipality provides recommendations on services, business registration, The survey of the municipality's tax collection is due to the fact that there are not many commercial registrations in the area, resulting in the treasury administration having to conduct tax collection surveys rather little and not being able to provide mobile services widely, causing inconvenience to the public in coming to contact for commercial registration and tax payment at the treasury section, Wat Bot Subdistrict Administrative Organization Office.

1.3 In terms of technical management, the opinions of the sample group of people towards the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, were at a high level overall. When considering each item, it was found that the item with the highest average value was that the municipality provided electrical and public lighting services covering all villages. This can be argued that technical management provides services that can be measured for work efficiency that can be clearly seen, such as providing electrical and public lighting services covering all villages, repairing and maintaining basic construction projects such as roads and drainage canals, and technicians surveying construction sites and supervising construction work, allowing people to directly access the services.

The item with the lowest average value was that the municipality surveyed construction sites before actually proceeding with every municipality project. This can be argued that technical management must conduct a survey of construction sites before actually proceeding with every project, but people do not yet give importance to the actual construction site survey. People do not participate in surveying construction sites, so they do not know the steps of the technical management process, similar to the procurement process, such as being a committee member opening bid envelopes or being a committee member inspecting work contracts that allows people to participate in procurement processes.

1.4 In terms of public health and environment management, opinions of the sample group of people Examples of the administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province, are at a high level overall. When considering each item, it was found that the item with the highest average value was that the municipality regularly promotes health for people in its community. This can be argued that the operations of the public health department are close to the people,

especially with village health volunteers or subdistrict health promotion hospitals, in promoting health for people. There are projects to prevent and promote health for people continuously, causing people to place importance on public health and environmental administration.

As for the item with the lowest average value, the municipality inspects and controls the sale of meat and food to its community. This can be argued that because there is no slaughterhouse in the area owned by the municipality, there is no control over the sale of meat. There is only knowledge about safe food by organizing training for people, causing people to not see the operations of inspecting and controlling the sale of meat.

2. The results of the comparison of differences in administrative efficiency of Huadong Subdistrict Municipality, Mueang District, Phichit Province, classified by personal factors, found that age, education level, and income have no statistically significant effect on the level of community development needs. However, the length of stay in the area has a statistically significant effect on people's opinions at the .05 level. This may be because people have lived in the area for a long time. They have more opportunities to receive various services from the sub-district administrative organization than people who have lived in the area for a shorter period of time, which results in different opinions on the efficiency of the administration.

Suggestions

1. Suggestions from the study results

In terms of general administration, the executives of the sub-district administrative organization should improve and make the municipal personnel conduct public relations activities to reach all people, promote the public to participate in activities and inspect the operations, and provide general administration services in an impressive manner. The item with the lowest average value is reporting the results of the municipal council meetings to the public regularly. Therefore, the municipal executives and the council president should manage and publicize the activities of the municipal council or report the results of the municipal council to the public about the resolutions of the municipal council meetings to the public openly and continuously, such as in the form of pamphlets, books, announcements, and public relations to the public throughout the village.

In terms of treasury management, the municipal executives should improve the operations related to the tax payment process, the issuance of tax payment, and mobile fees in every village. There should be an acceleration of budget disbursement through projects and activities as soon

as possible. The budget, treasury status, and spending plans must be taken into account as important. The item with the lowest average value is providing advice on business registration services, conducting tax collection surveys by the municipality. Therefore, the municipal executives and staff should improve and make advice on business registration services, conducting tax collection surveys by the municipality regularly. In terms of technical management, executives and municipal staff should manage and improve operations related to surveying assets or infrastructure, such as damaged roads, waterworks and electricity, to be repaired and improved so that they can be used or facilitate the public in a timely manner. Have the relevant technical staff inspect the condition of the current assets and buildings to see if they are usable or not. If they are not usable, sell the assets in accordance with the law. Then coordinate with the budget and treasury officers to allocate a budget to hire for repairs and improvements, taking into account the financial status, spending plans, three-year development plans and annual budget regulations as important factors. The item with the lowest average value is surveying the construction site before the actual implementation of every municipality project. Therefore, municipal executives should expedite the survey of the construction site before the construction project is implemented in order to observe the actual area during construction to identify problems and obstacles in the construction process. In terms of public health and environmental management, executives and municipal staff should work in collaboration with the public sector, public health volunteers, and health-promoting hospitals to take care of hygiene, control, and surveillance and prevent diseases more. The item with the lowest average value is inspecting and controlling the sale of meat and food to your community. Therefore, municipal executives should order their staff to inspect and control the sale of meat and food to ensure safety on a regular and continuous basis. In order to prevent the dangers from consuming unclean and unhygienic food, which may contain toxic substances

2. Recommendations for future studies

From the study on the efficiency of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province, this time, the researcher has made the following recommendations for future studies:

1) The guidelines for the development of the administration of Huadong Subdistrict Municipality, Mueang District, Phichit Province should be studied.

2) The factors promoting the efficiency of the employees of Huadong Subdistrict Municipality, Mueang District, Phichit Province should be studied.

3) The factors promoting the performance of the executives of Huadong Subdistrict Municipality, Mueang District, Phichit Province should be studied.

4) The role of the Huadong Subdistrict Municipality Council, Mueang District, Phichit Province should be studied.

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