

FACTORS INFLUENCING INTEGRATED AGRICULTURE MANAGEMENT TO DRIVE THE IMPLEMENTATION OF SUFFICIENCY ECONOMY PHILOSOPHY

Pojana Simantara, Kasetsart University
Pattanut Hansapiromchoke, Kasetsart University
Rapee Dokmaithes, Kasetsart University
Rungtip Thaisom, Kasetsart University

ABSTRACT

The objective of this research is to analyze success and obstacle factors that affect to community management which implementation of Sufficiency Economy Philosophy in integrated agriculture sector. Data collected from document review, sampling groups of questionnaires were 401. Study found that obstacle of community management were economics problems of farmers, lack of knowledge both Sufficiency Economy Philosophy and integrated agriculture, lack of information for decision making by farmers, respectively. Success factors that affect to community management were capability of community, knowledge of Sufficiency Economy Philosophy and integrated agriculture and management system, respectively. Driving process was self-capability study of community, Sufficiency Economy Philosophy understanding creation, integrated agriculture development. Outcome is successful that indicated of self-reliance of people by sustainably, have good quality of life and become role model of sharing and transferring. Role of sectors for integrated model are following community need self-analysis, goal setting and ready for development continuously.

Keywords: Management, Integrated Agriculture, Sufficiency Economy Philosophy.

INTRODUCTION

“Sufficiency Economy” is the royal initiative of His Majesty King Bhumibol Aduldej Mahitlathibet Ramathibodi Chakri Naruebodin Sayamintharathiraj Borommanatbophit since July 18, 1974, has the meaning that “...the country development needs to be done in a hierarchical manner, must create a foundation, that is, the sufficiency and sufficiency of most people first by using economical methods and devices that are technical and correct. When having sufficient stability and being able to perform. Therefore, gradually enhancing prosperity and higher economic status in the next order...” this concept is based on Thai culture as a development guide line, it is a neutral approach without negligence mindfulness, reasonableness, self-immunity as well as use knowledge and virtue as the basis for living, which is important to have consciousness, wisdom and perseverance which will lead to true happiness in life (The Chaipattana Foundation, 2019; Buranapin & Ratthawatankul, 2015; Bergsteiner & Piboolsravut, 2020).

By the current agricultural system, most of them still have different styles the different people do. There is no coordination in each section. Since the production section such as seeds, cultivation methods, care, maintenance, harvesting, include the period of safe storage, handling of the waste resulting from trimming and cleaning of agricultural products. While the processing part is still under simple or preliminary process including, market management as a way to distribute agricultural products in a complete system and is suitable for the target group in the current era. Since the “*beginning*” of the production to the “*half way*” of processing of quality products and has been certified for the standard and the “*destination*” is marketing and transportation to the hands of consumers with confidence in their health safety which “*modern farmers*” will have to develop themselves as entrepreneurs. This is to add value to their own products and create comprehensive income and reduce production expenditures (Piboolsravut, 2004; Sornsri, 2016; Pruetipibultham, 2010).

Therefore, when considering the importance in to focus on development, according to the sufficiency economy philosophy in agricultural sector which is where largely people lack economic confidence. Due to the changes that have rapidly occurred of technology and environment. As a result, farming has to be transformed into development foundation, that is, the family level, community level up to state level for balance and ready to support the rapid change of the world. Thus result in a research study on the factor affecting the management of the integrated agricultural sector using the sufficiency economy philosophy by studying with leaders or representative of the learning center to increase the efficiency of agricultural products, number 401 centers across the country. Since the center is a center with active activities in the agricultural sector, has been caused as effective or a success by the Ministry of Agriculture and Cooperatives to be a model community or village of sufficiency economy. By using surveys and questionnaires for collection. By the results of the study so that the community can continue to develop conduct processing and marketing operations to generate sufficient income. By virtue of knowledge, carefulness and extreme caution, including the principles of agricultural science and technology. So that it can be used as information in planning, while farmers themselves need to be mentally enriched and take action at every step of being a good and happy society. Able to live with patience, perseverance, virtue, honesty with wisdom and prudence to achieve as results according to the goals. It is therefore, essential that analysis and review are performed to synthesize lesson (lesson learn) for use in further development and expansion (Chalapati, 2008; Kansuntisukmongkol, 2017; Janmaimool & Denpaiboon, 2016).

Research Objectives

1. To analyze the success factors and obstacles affecting the management of the community using the sufficiency economy philosophy for the development of integrated agriculture.
2. To analyze the model of integrated management among communities, the public sector, the private sector and educational institutions using the sufficient economy philosophy for the development of integrated agriculture.

Terminology

Integrated agriculture refers to the integration of agricultural operations throughout the production chain (Supply chain) to achieve agricultural production (crops, animals or plants and animals), processing and marketing to generate income for the community or area.

Success factor refers to the main factor, principle, approaches or means that the organization has to make or take in order to lead to success of the vision, such as commitment, wisdom, creativity, human relations and communication, problem-solving and decision - making skill and time management, etc.

Amplification refers to stabilize and prosper both in quantity and quality as the development of the country makes the community stable and prosperous.

Sufficiency community means group of people who have knowledge and virtue as a framework for living until able to be self-sufficient. These people came together to carry out activities that are appropriate to the social status of each community. By trying to use the resources available in the community to make the most utility. Through cooperation, participation in making exchange and learning with people of various statuses effectively by virtue of intelligence by relying on the intelligence and competence of all concerned parties and on the basis at honesty, patience and tolerance to the wounding and diligent, generous, help and share among community members, leading to unity in community which is a good community towards balance development and ready for various changes until it can develop into a network between various communities.

LITERATURE REVIEW

The Sufficiency Economy Philosophy and Applied in Agriculture

"Sufficiency Economy" is the royal initiative of His Majesty King Bhumibol Aduldej Mahitlathibet Ramathibodi Chakri Naruebodin Sayamintharathiraj Borommanatbophit since July 18, 1974, has the meaning that *"... the country development needs to be done in a hierarchical manner, must create a foundation, that is, the sufficiency and sufficiency of most people first by using economical methods and device that are technical and correct. When having sufficient stability and being able to perform. Therefore, gradually enhancing prosperity and higher economic status in the next order"* this concept is based on Thai culture as a development guideline, it is a neutral approach without negligence mindfulness, reasonableness, self-immunity as well as use knowledge and virtue as the basis for living, which is important to have consciousness, wisdom and perseverance which will lead to true happiness in life (The Chaipattana Foundation, 2019).

The sufficiency Economy Philosophy consists of 3 concerns: moderation, rationality and immunity and with 2 conditions: knowledge and virtue, The sufficiency economy steering subcommittee under the National Economic and Social Development Board has published it at present, that will lead to sustainable development and to apply and be successful in all areas. To drive Thailand towards stability, prosperous and sustainable. So it can be said that applying the sufficiency Economy Philosophy, His Majesty King Rama IX has bestowed a new theory as a guideline using management principles of land and water resource management. To cultivate the many parts necessary to sustain life on their land. Along with allocating a certain area for housing and water resources for use in agriculture as well.

System Theory

System theory is a theory that gives an overview of all organization according to their functions related to the environment by considering the organization in a systematic manner, it

produces analysis and problem solving whereas problems of the entire system with 4 parts (Certo, 2000) namely the input factor, processing, outcome according to goals and feedback. System theory is therefore, used in the development on information systems to the management organization of public sector, that is the process of converting data in order to convert input factors into products and a mechanism in the data management system which is based on the use of the data back to be used for analysis to check the results and improve inputs, If there is a damage that occurs at any part of the system will cause a chain of effects (Turban et al., 2006).

Any component of a system will consist of 3 parts: is the input factor (input) refers to the things that are needed in the process or projects. For process operation (process) means taking into account factors to manage, produce results, achieve desired objectives and productivity or results (output or outcome) refers to the results obtained from the process or operation. The procedure for analyzing the system must consider the problem, aims, study the limitations, consider the appropriate options and alternatives, trial evaluation and improvement (Senarak, 2019)

In management, it is possible to analyze and consider solving complex problems in a systematic manner namely, consideration of inputs, processes, yields and results. The results of the systematic consideration will allow the problem to be identified, solution to the problem and how to implement actions to achieve the objectives that are set.

RESEARCH METHODOLOGY

Data Collection

- 1) Secondary data collection from government agencies/private sectors that work concerning sufficiency economy for example: Office of the civil service commission, NESDB office, Ministry of Agriculture and Cooperatives, Department of Community, ministry of Interior, Bank of Agriculture and agricultural cooperatives (BAAC), Kasetsart University, research reports and articles related to the philosophy of sufficiency economy by various departments, etc. About the model integration of various departments in the application of the sufficiency economy philosophy.
- 2) The survey of community areas that applied the principles of sufficiency economy philosophy to bring out the questionnaire to analyze the success factor and problem/obstacles affecting management of the community with the application of the sufficiency economy philosophy in the development of integrated agriculture.

Population and Sample Groups

Population of this research are Learning Center to increase the efficiency of Agricultural products to be a community agricultural learning center, with 1 district per center, totaling 882 centers, designated as population since established by Ministry of Agriculture and cooperatives starting in 2010 in order to be a learning center for agriculture of communities that can meet the agricultural needs of the community and as a tool to promote agriculture. By focusing on learning a successful model of agriculture in improving the production of agricultural products. On the issue of increasing productivity, production cost reduction, quality development and changing production behavior as well as adhering to the sufficiency economy philosophy. Where the location belongs to the model farmers who embrace the sufficiency economy philosophy and applied until successful in his career, can reduce production cost, increase productivity and develop products to have quality standards as well as taking into account the environment, for

farmers who have learned from the learning center will be accepted and apply the knowledge they have received to be used in the production of that own agricultural products. This will result in sustainable self - reliance.

Samples used in this research were coordinators on model farmers of learning center by determining the number of samples not less than 400 samples (Using Taro Yamane's calculation method at a level of significance equal to 0.50, tolerance level 5.00% and confidence level 95.00 %).

Construction of Research Tools

Construction of research tools used information from the relevant research literature review to determine the level of importance of success factors, the process of driving development, success overview. It is divided according to the main elements of the sufficiency economy philosophy, which are modesty, reasonableness, immunity, knowledge and virtue. By dividing levels into individual level and community levels. In the dimension of the production, processing/value addition and marketing including information related to problems and obstacles that affect the management in applying of the sufficiency economy philosophy to achieve success in integrated agriculture.

Statistics Used in Quantitative Analysis

The quantitative survey of the sample from the use of query tools where data were analyzed for statistical values by finding the percentage, mean and standard deviation. To analyze success factor indicators, drive process and overview of success in all 5 elements of the sufficiency economy philosophy and collect problems and obstacles that affect the management of the community in applying The sufficiency economy philosophy in the integrated agricultural sectors in the whole production, processing/adding value and marketing including analysis of success factors, drive process, success overview. Based on the key elements of the sufficient economy philosophy is modesty, reasonableness, immunity, knowledge and virtue in applying to the integrated agricultural sectors obtained from the questionnaire by using quantitative statistics such as mean, percentage and standard deviation.

RESULTS

Success Factor

Respondences rated the importance of personal success factor in applying the sufficiency economy philosophy in integrated agriculture are the dimension of production, processing and marketing in various components of the sufficiency economy philosophy are modesty, reasonableness, immunity, knowledge and virtue. Significance scale of personal success factors. Obtain information as shown in Tables 1-4 as follows:

From Tables 1-4 respondents rated their importance of success factors in applying the sufficiency economy philosophy in the integrated agricultural sector: production dimension, processing and marketing in various components of the sufficiency economy philosophy are modesty, reasonableness, knowledge and virtue. While significance scale of success factors in applying the sufficiency economy philosophy in various components in the integrated

agricultural sectors (production, processing and marketing) concluded that the respondents rate their importance factors that the most important thing in every element of the virtue are production, processing and marketing. The respondents rated their importance of success factors, high is next in the components of modesty in the process of production and processing.

Table 1 SIGNIFICANCE SCALE OF PERSONAL SUCCESS FACTORS, IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY, COMPONENTS OF THE MODESTY OF THE INTEGRATED AGRICULTURAL SECTOR (PRODUCTION, PROCESSING, MARKETING)					
Success factor		Issues	(\bar{x})	(SD.)	Interpret results
Modesty	Production	1. It is planned to target the production of agricultural crops that are suitable for the soil, labor and capita	4.50	0.69	most
		2. The concept of sufficiency economy philosophy is applied in their occupations.	4.53	0.67	most
	Processing	3. There are improvement to improve the quality of agricultural products or crops	4.30	0.75	most
		4. there is a process of developing crops in the community to become agricultural products or processing using local inputs as the main	14.10	0.83	much
	Marketing	5. It is planned to distribute agricultural products together to support farmers or people in the community	4.19	0.82	much

Table 2 SIGNIFICANCE SCALE OF PERSONAL SUCCESS FACTORS IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN COMPONENTS OF THE REASON OF THE INTEGRATED AGRICULTURAL SECTOR (PRODUCTION, PROCESSING AND MARKETING)					
Success factor	Issues		(\bar{x})	(SD.)	Interpret results
Production	1. Information is sought and reviewed for careful of agricultural production.		4.25	0.79	most
Processing	2. Planning and improvement of crops or animal husbandry can be developed to develop as agricultural products.		4.13	0.79	very
	3. There are always new types of agricultural products developed.		3.88	0.89	very
Marketing	4. Sales of agricultural products from production and processing according to the target.		3.80	0.90	very
	5. There is always are view and development of marketing.		3.97	0.88	very

Table 3 SIGNIFICANCE SCALE OF PERSONAL SUCCESS FACTORS IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN COMPONENTS OF THE IMMUNITY OF THE INTEGRATED AGRICULTURAL SECTOR (PRODUCTION, PROCESSING AND MARKETING)					
Success factor	Issues		(\bar{x})	(SD.)	Interpret results
Production	1. Adheres to religion, has a strong mind and is ready to rise again in the event of unexpected problems.		4.44	0.76	most
	2. There is a backup plan in case of unexpected problems such as disaster, impact from the world market, etc.		4.04	0.85	very
Processing	3. The results of the development of plants or animal husbandry to		4.26	0.79	most

	Processing develop agricultural products are reviewed such as production costs, profit and sales for further improvement information.			
Marketing	4. Marketing information is used to analyze consumer needs.	4.11	0.84	very

Table 4 SIGNIFICANCE SCALE OF PERSONAL SUCCESS FACTORS IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN COMPONENTS OF THE KNOWLEDGE AND VIRTUE OF THE INTEGRATED AGRICULTURAL SECTOR (PRODUCTION, PROCESSING AND MARKETING)				
Success factor	Issues	(\bar{x})	(SD.)	Interpret results
Production	1. Have professional knowledge in agricultural production.	4.31	0.73	most
Processing	2. Have knowledge, guidelines or specific formulas for the development and improvement of crops or raising animals to develop an agricultural product.	4.12	0.80	very
Marketing	3. Have a market or regular customers.	3.95	0.92	very
	4. There are clear distribution channels.	3.99	0.90	very
Production	5. Farming with honesty, diligence and patience.	4.69	0.59	most
	6. Doing farming with generosity and sharing.	4.54	0.71	most
	7. The new agriculture theory of His Majesty King Rama IX was used as a model for his own agriculture.	4.70	0.59	most
Processing	8. Processing with integrity, without the use of harmful substance that is harmful to customers.	4.51	0.72	most
Marketing	9. Marketing and distributing products at a fair price to customers.	4.44	0.71	most

In the components of knowledge and reasonableness the respondents rated their most importance of success factors on the issue of production rather than processing and marketing. While in the component of immunity, respondents rated their most importance of success factors on the issue of production and processing higher than marketing.

Drive Mechanism

Respondents rated their importance of drive mechanism in applying the sufficiency economy philosophy in the integrated agricultural sector in the various components of the sufficiency economy philosophy as the Table 5 and Table 6.

Table 5 SIGNIFICANCE SCALE OF DRIVE MECHANISM IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN COMPONENTS OF MODESTY, REASONABLENESS AND IMMUNITY OF THE INTEGRATED AGRICULTURAL SECTOR				
Drive mechanism	Issues	(\bar{x})	(SD.)	Interpret results
modesty	1. Receive support from government or private agencies to develop, improve crops or raise animals to upgrade the level quality agricultural products (capital, tools, marketing)	3.91	0.88	very
Reasonableness	2. Receive support from local organizations, leaders and various sectors on planning and information to make decisions in production, processing and marketing.	3.66	7.04	very
Immunity	3. Alarm and rescue systems are built in the event at disaster and unforeseen events.	3.33	1.09	moderate
	4. Take part in helping each other in case of any incidents.	4.00	0.84	very

Table 6 SIGNIFICANCE SCALE OF DRIVE MECHANISM IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN VARIOUS COMPONENTS IN KNOWLEDGE AND VIRTUE IN THE INTEGRATED AGRICULTURAL SECTOR				
Drive mechanism	Issues	(\bar{x})	(SD.)	Interpret results
Knowledge	1. Obtain knowledge of agricultural production that still do not understand or is always unclear from local leaders or learning centers in the community.	4.14	0.90	very
	2. Have participated in Training constantly change the agricultural production system from the government sector and other organizations.	4.21	0.75	most
	3. Obtain knowledge on the development of crops or raising animals to develop an agricultural product from local scholars or by community training or a learning center on a regular basis.	4.21	0.75	most
Virtue	4. Received an appreciation for the virtue of the community in doing well.	4.18	0.80	very

In conclusion, respondents rated the importance of the driving mechanisms that are the most important and very important to the driving mechanism in the knowledge component of the philosophy of sufficiency economy to be used in the integrated agriculture sector. The driving mechanism in which the respondents gave the highest priority was the next component is modesty, reason and virtue. For the immunity components, the respondents rated it very important.

Success Overview

Respondents rated the importance of success overview in application of the sufficiency economy philosophy in integrated agriculture in the various components of the sufficiency economy philosophy, as in the Table 7.

Table 7 SIGNIFICANCE SCALE OF SUCCESS OVERVIEW IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN VARIOUS COMPONENTS IN THE INTEGRATED AGRICULTURE SECTOR				
Drive mechanism	Issues	(\bar{x})	(SD.)	Interpret results
modesty	1. You earn enough income for living and household expenses from a comprehensive agriculture career.	4.12	0.79	very
Reasonableness	2. Develop a production system to reduce production costs. Increased safely production.	4.35	0.69	most
	3. There are more agricultural products and processed agricultural products that meet safety standards.	4.25	0.76	most
Immunity	4. Capable and ready to face various problems.	4.25	0.73	most
Knowledge	5. Excellent knowledge of agricultural production.	4.27	0.70	most
	6. Appropriate knowledge of processing and marketing.	3.90	0.79	very
	7. Participate in training to develop knowledge continuously.	4.35	0.73	most
Virtue	8. Honest, never had any quarrel with neighbors and communally members.	4.50	0.65	most
	9. Be generous and kind to others.	4.57	0.62	most
	10. With His Majesty the King Rama IX as a role model and mind.	4.84	0.49	most

In conclusion, respondents rated the importance of overall success as most important in every element and scores very important in overall success in the modesty component and knowledge of sufficient income for living and household expenditures from a comprehensive agriculture career and knowledge of processing and marketing accordingly.

DISCUSSION

In this research, have analyzed problems, obstacles and success factors affecting the management of the community in applying the philosophy of sufficiency economy for the development of integrated agriculture. By assessing the success of integrated management in agricultural community development, using the philosophy at sufficiency agriculture to the role of operation and success in the dimension of economic social and environment. The results of the research showed that the problems and obstacles in the application of sufficient economy philosophy in the integrated agricultural sector, it was unsuccessful due to the summarized reasons: basic problems of farmers, economic aspects, lack of knowledge in both the philosophy of sufficiency economy and knowledge about complete farming production, lack of continued and serious participation of various sectors. The discontinuity of state policy and is consistent with local context and needs, including the lack of information for the decision of farmers, operators and policy makers which is consistent with the research of Surathanaskul et al. (2017), researched on the model for strengthening service by community colleges. By studying and analyzing problems, obstacles and roles. For strengthening the community, found that there were problems and obstacles in the management of personnel and cooperation network. By factors contributing to the success of the complete application of the sufficiency economy philosophy in agriculture including the potential of the area, the freedom to develop as possible a solid understanding of the sufficiency economy philosophy of the community, government, education and private sector must work together. The body of comprehensive agricultural knowledge, community people, learning and participation centers which are in line with the research of Phimainok in 2015 found that factors contributing to the success of community development according to the sufficiency economy guidelines of Ban Nam Sub community, including factors outside the community such as: government support in providing training and educating about the philosophy, budget support, providing a market to support the products of the community, support and cooperation from factors within the community such as participating in funds to be used in the implementation of community development activities, exchange of experiences, networking among people in community for activities and professional development. Both of these factors have a strong correlation with success and are consistent with the study of Khotayan & Somsophon (2016), conducted a study on the success of the village development of the sufficiency economy “*you yen pen Suk*” (stay happy), found that factors the affecting the development of the village, the sufficiency economy. Internal factors include the dominant role of the leader; the presence of Buddhism and temples is an anchor for the soul, unity in the community, organizing community forums, conditions favorable for agricultural production. The external factors include support from the government agencies and external communities.

For the analysis of the integrated management model between communities, the public sector, the private sector and educational institutions in driving and applying philosophy of sufficiency economy in integrated agricultural sector found that integrated model of various

sectors that play a role in successful application of the sufficiency economy philosophy in integrated agriculture, there should be an overview of the roles and actions that can be summarized as follows: the community should analyze themselves, set goals, create incentives for cooperation, ready to develop, there is continuous monitoring and evaluation. The government should support the community who are committed to further development including marketing, information and knowledge supports by coordinating training to expand the results by using the principles of the philosophy. Education and private sectors should provide the knowledge that the community needs for development such as production, processing, making a business plan, train the youth to know the principles of the philosophy. Private sectors should help to further development products to cooperation of the philosophy in integrated agricultural sector. Especially the conceptual philosophy that are governed by the knowledge management processes of each network and also found that the network's knowledge management operations of sustainable agriculture in each area will be successful in all areas. But whether it is successful or not, it will be found that all groups will have lesson summarized and lead to working styles all the time. From the issue of adjusting the thinking base of the working people to create a concept of behavior change.

Even the working style that needs to build acceptance and scale. It was also found that the operation of all networks had problems. Various obstacles both interval problems and problems that come from outside the organization, but the experience of work will cultivate these communities to learn and adapt. Until leading to crystallization of thought, become a body of knowledge that can be passed on or set as a model to other communities that can be applied further to other communities. It depends on the internal mechanisms; a wider function is required. At the network in spatial work, along with the movement of social issues by relying on the knowledge base that is local wisdom as a medium for learning and driving activities, and for external mechanisms that are members of society. Whether it is the public and private sectors or NGO will be involved in supporting, promote activities if the activities of the network lack cooperation from the other parts of society will not be able to develop themselves towards the movement of policy-level activities. For improving the process of integrated management between communities, public sector, private sector and educational institutions to drive and apply the philosophy of sufficiency economy in the development of integrated agriculture. Researcher has developed an integrated model to solve the problem and make the application of the sufficiency economy philosophy successful based on the concept and model of application of systemic concepts (system approach) which consists of looking at solutions from inputs, processes and system outcomes as a guideline for solving problems. The researcher determines the inputs of the integrated model of various sectors as an integral part of the application of at the sufficiency economy philosophy in the integrated agriculture sector to achieve success, consists of knowledge of the sufficiency economy philosophy, the involvement of various sectors and a comprehensive body of knowledge in the agricultural sector. The process for the application of sufficiency economy philosophy by integrating various sectors is the community, public sector, private sector and education sector. For the development of the integrated agricultural sector to be successful with the driving process will consist of b steps: A study of potential and area context for determining community development strategies by taking into account the potential and spatial context by governments and provinces. Provinces and provincial groups create correct knowledge and understanding of the philosophy in order to pass on the philosophy in a straight and correct manner and in the same direction. Provinces and provincial groups carry out

knowledge management, development and transfer of knowledge, technology and innovation related to integrated agriculture. Local authorities make a plan to develop people in the community to support the development of model leaders. Preparing people in the community to create readiness to acquire knowledge and develop by adhering to the philosophy of sufficiency economy in living. Serves to support the integration of various sectors in disseminating knowledge to the community according to the expertise and needs of the community. Local authorities develop learning centers, the process of creating participation and motivation in which the process is divided into 3 levels: government or central level, province and provincial groups level and local levels which is consistent with the research of Jaisue (2014), found that 8 factors related to the success of the sufficiency economy village are: technological factors, economic aspects, natural resources, psychological, socio-cultural aspects, participatory, village leadership and government support. It also pointed out that the development of the sufficiency economy village should be coordinated with government agencies and the sufficiency economy village as well as the management is the village leader who has helped drive and support the members of the village to live in accordance with the sufficient economy principles and members of the village have to participate in the study and finding out about the village's problems. Participate in problem analysis and prioritization as well as participation in continuous plan, develop and monitor the village development results. Therefore, village members are a very important part of the success of the village and the cooperation of all parties is a vital force to develop into a sustainable sufficiency economy village. The results and goals or achievement of the various actions of applying the sufficiency economy philosophy by integrating various sectors for the development of a unified agricultural sector to be successful, there must be results that are community or dividable behaviors and are on target. The behavior must be expressed clearly according to the elements of the sufficiency economy philosophy, that is the mean line, moderation, reason, immunity, knowledgeable and virtuous, have honest, goals are set, planning for production and marketing, monitoring, reviewing and extending, knowledge sharing and developed to safety standards in production and processing. For goals or achievements that reflect the nature of the individual and the community is self-reliant. Family and members of family members who adhere to the philosophy will be happy and have a good quality of life, the community is harmonious, be a model of sharing and broadcasting that make a network to carry out activities that lead to sustainability. This is in line with the research of Punto & Mahamud (2019) which found that villagers work on self-reliant agriculture in accordance with the sufficiency economy guideline. The village headman emphasized on the villagers to take part in organizing activities that encourage everyone to develop skills, knowledge, experience, focus on teamwork, divide the page together, do according to the aptitude. In addition, the village headman has managed the community base on the quality cycle model starting from planning. Take action according to the plan by having to be examined and accessed at regular intervals and focusing on improvements and development of new innovation to be able to extend. It generates income for the community and in terms of factors that promote the success of community; it comes from internal factors such as human resources budget, management process, resource, and technology innovation. And for external factors that have an impact on the community in this regard, the community applies the principles of good immunity to villagers to prevent the consequences that may follow. The elements of the success factor include a knowledge and understanding of philosophy of sufficiency economy, comprehensive knowledge of integrated agriculture, potential of area and independence of development. The success process consists of

communication to create a correct understanding of the philosophy of sufficiency economy, development and transfer of knowledge, technology and innovation related to integrated agriculture (agriculture, processing and marketing), education and building information (Big Data), space potential to analyze spatial context, developing people in the community to support development (leaders, preparing people in the community), engagement and motivation processes, establishing community development strategies taking into account the potential and spatial context, as described in Table 8.

Table 8 THE ELEMENTS OF THE SUCCESS FACTOR AND THE SUCCESS PROCESS IN APPLYING THE SUFFICIENCY ECONOMY PHILOSOPHY IN THE INTEGRATED AGRICULTURE SECTOR	
Elements of the success factor	Success process
Knowledge and understanding of philosophy of sufficiency economy	Communication for the correct understanding of the sufficiency economy philosophy
Comprehensive knowledge of integrated agriculture	Development and transfer of knowledge, Technology and innovation related to Integrated agriculture (agriculture, processing and marketing)
Potential of area	Education and building information (Big Data), space potential to analyze spatial context.
Independence of development	Establishing community development strategies taking into account the potential and spatial context.

CONCLUSION

1. Cultivate and learn to fully understand the philosophy of sufficiency economy and lead to practice and learning in the development of integrated agricultural models by applying modern technology and innovation in agriculture to be able to be self-reliant and have a better quality of life.
2. Pushing their communities to become a model of the integrated agricultural sector. To generate sufficient income from the development of production, processing and marketing. According to the mechanism, composition and management with the philosophy of sufficiency economy until the effect can be extended to other communities in building a good and happy society, making steady progress in developing the country both quantitatively and qualitatively.

REFERENCES

- Bergsteiner, H., & Piboolsravut, P.D. (2020). The sufficiency economy philosophy process. In *Sufficiency Thinking* (pp. 32-52). Routledge.
- Buranapin, S., & Rattawatankul, T. (2015). Philosophy of sufficiency economy and business sustainability: A framework for operational implications. *Journal of Business and Behavioral Sciences*, 27(1), 115.
- Certo, S.C. (2000). *Modern management: Diversity, quality, ethics & the global environment*.
- Chalapati, S. (2008). Sufficiency economy as a response to the problem of poverty in Thailand. *Asian Soc Sci*, 4(7), 3-6.
- Jaisue N. (2014). Factors related to the successful of sufficiency economy village.
- Janmaimool, P., & Denpaiboon, C. (2016). Rural villagers' quality of life improvement by economic self-reliance practices and trust in the philosophy of sufficiency economy. *Societies*, 6(3), 26.
- Kansuntisukmongkol, K. (2017). Philosophy of sufficiency economy for community-based adaptation to climate change: Lessons learned from Thai case studies. *Kasetsart Journal of Social Sciences*, 38(1), 56-61.
- Khotayan J., & Somsophon W. (2016). Success on development of sufficiency economy village. *Local Administration Journal*, 4(3).
- Piboolsravut, P. (2004). Sufficiency economy. *ASEAN Economic Bulletin*, 21(1), 127-134.
- Pruetipibultham, O. (2010). The sufficiency economy philosophy and strategic HRD: A sustainable development for

- Thailand. *Human Resource Development International*, 13(1), 99-110.
- Punto, W., & Mahamud, T. (2019). Community management for changing attitudes, adhering to the principles of sufficiency economy: Nong Mae Na Subdistrict, Khao Kho District, Phetchabun Province. *Journal of Interdisciplinary Research: Graduate Studies*, 8 (2).
- Senarak. (2019). System approach.
- Sornsri, S. (2016). The possibility of applying the philosophy of sufficiency economy in organizational purchasing. *uwf UmweltWirtschaftsForum*, 24(4), 393-407.
- Surathanaskul W., Areesophonpichet S., & Chaiyoopathum A. (2017). Community Strengthening Model By Community Colleges. *Research Journal, Faculty of Humanities and Social Sciences*, 13(2), 91-112.
- The Chaipattana Foundation. (2019). *Philosophy of sufficiency economy*.
- Turban, E., Leidner, D., Mclean, E., & Wetherbe, J. (2008). *Information technology for management, (With CD)*. John Wiley & Sons.

17-Jan-22

21-Jan-22

4-Feb-22

14-Feb-22

21-Feb-22

Pojana Simantara¹, Pattanun Hansapiromchoke¹, Rapee Dokmaithes¹, Rungtip Thaisom^{1*}

¹Kasetsart University, Thailand.

***Corresponding author:** Rungtip Thaisom, Kasetsart University, Thailand. Email: r.thaisom5@gmail.com

Received: 17-Jan-2022, Manuscript No. ASMJ-22-10893; **Editor assigned:** 21-Jan-2022, PreQC No. ASMJ-22-10893(PQ); **Reviewed:** 04-Feb-2022, QC No. ASMJ-22-10893; **Revised:** 14-Feb-2022, Manuscript No. ASMJ-22-10893(R); **Published:** 21-Feb-2022