

THE DEVELOPMENT OF POTENTIAL IN EDUCATIONAL ECONOMICS OF RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI, THAILAND

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ABSTRACT

The distribution of educational opportunities in higher education level of Thailand still requires for county's development. Which this research focusing to study on the development of potential in educational economics of Rajamangala University of Technology Thanyaburi and to propose the establishment project of Rajamangala University of Technology Thanyaburi Prachinburi Campus. The process starting by collecting primary data from the group interviewed of the interested parties at the provincial level. Then collecting the secondary data from the research information and the reports from each unit found that the existing potential of Rajamangala University of Technology Thanyaburi will able to support and encourage including the development according to the requirements of each sections that the interested parties from both government sector and private sector required. Which may operate in the form of Center of Excellence (CEO) establishment or Education Center or Specialization Development Center by using the abilities and skills of each faculty? However, the establishment of Prachinburi Campus will provide the comprehensive response of local which Prachinburi Campus will also be one of the mechanisms in development of potential manpower, encourage revenues increase and in the same time also be in line with the strategic development in provincial level, regional level and national level very well.

Keywords: Higher Education, Educational Economic, Rajamangala University of Technology Thanyaburi.

INTRODUCTION

The education institutions especially the universities pay more important role in the age of knowledge base economic. However, from the past educational institutions still have very less role of getting involve to local development but the study to find out the knowledge or innovation are the policy that government sector and private sector are emphasizing and focus on. From The Twelfth National Economic and Social Development Plan (2017-2021) that focusing on building the solid economic foundation to be able to complete with stability and sustainability. Building the stronger production base and original service and expanding to new base by using more intense innovation including emphasizing the value to the underprivileged to get the potential development to create the quality social and community, strong and be self-reliant with the goal that focusing on economic and social development, the reduction of income inequality and poverty coupled with the emphasizing at the strategy of development and capacity building of human capital, infrastructure and logistics development, science, technology, research, innovation development, and city and economic area development. However, sustainability development is needed to be starting from educational section to develop knowledge, innovation and research in order to spread the

information and knowledge as the opportunity building and social equality. Development and capacity buildings of human resources (Office of National Economic and Social Development, 2017).

The potential development to build the ability to complete by focusing on elevating the educational is the reduction of limitations and obstacles in national development. Which Rajamangala University of Technology Thanyaburi has important role in developing local in surrounding provinces as one of the main propose of the university in education supports, promote academic and high vocational that has operate schooling and researching provide the academic service about science and technology to the social. With the capability of human resources coupled with the potential of Rajamangala University of Technology Thanyaburi nowadays is able to meet the need of comprehensive interested persons in the area responsibility that will lead into the determination of strategic and topic to develop human resources in the local area to be able to drive the local economic by themselves in the near future. Which is importantly executing the role in lightening the load from government to developing the region and building the local strength to encourage capability and ability in completing among the ASEAN countries consistent with the expansion of local industry sector and agriculture sector as well? This research has propose to study the potential of educational economic development of Rajamangala University of Technology Thanyaburi and to propose the establishment of Rajamangala University of Technology Thanyaburi Prachinburi Campus project which Prachinburi province still have plenty of gap to develop. To developing the province to be more potential for manufacturing, agriculture, trade, industrial, travel, logistic and Thai traditional medicine will enhance the competitive potential of Prachinburi province and improve local population wellbeing. So, the development from foundation of educational can be the core to develop the people to have more knowledge skills both appropriate academic and practical. However, Prachinburi province has total population at 467,453 people by all of the populations are in the working age or age of more than 15 years and above for 377,233 peoples count as percentage at 80.70 while the people whose age below 15 years total 90,220 people or 19.30 percent. For the level of education of working age people majority are in primary education level for 103,975 people or 38.58 percent (Office of labor Prachinburi province, 2019) then cause the Rajamangala University of Technology Thanyaburi see the important of establishment of Prachinburi Campus to be another mechanism in developing local people's quality of life along with elevate the labor potential to support the expansion of focus industry and expansion of eastern seaboard economic corridor.

LITERATURE REVIEW

Education Economic mean of the education investment that has most value when compared with others investment which the education investment not only create the private return from the better opportunity to work, higher income and better economic status but education investment also create social return due to the people in the country have better education will support the country progression, better economic growth and create people well-being of Thailand in long term (Pholpirul, 2015). From the past research believe that the cooperation of students in the course and entrepreneur class have significant influence to behavior and attitude of the students to build their own business. The study about entrepreneurship effect and support ability in developing and believe in themself to start their own business (Tessema Gerba, 2021)

Many researchers found that being the entrepreneur will be more effective by cooperation from the university and the education institute have important role in supporting the entrepreneur from the related study and support to have influence to student willingness. The university role in education managing will support the student and the learner to have beginning idea and establishment of new business to step up to be the entrepreneur (Romero

& Petrescu, 2011). Refrigeri & Alendri (2014) have offered that the holistic education economic research has very important role in helping the academician create the economic solutions with education in terms of both benefits personal capital and social benefits to connect academic institutions with world economy. This can make the ability to see the way to develop education to have effective human resources and able to work in the social. Moreover, Holden & Aslam (2014) also offered that education is important in encouraging and supporting both in personal level and national level. The education is also the human fundamental right and also has social effect in building the strength of economic consistency with the research of Psacharopoulos and Patrinos (2004) that study about human capital and rates of return found that education economic included of returns to investment in education quality that is the quantitative measurement such as income and connect with qualitative measurement of education institutions such as learning achievement and returns to investment in training, externalities and governance and accountability. Jarinto, Jermittiparsert, and Chienwattanasook (2019) found that “university roles” has important part in supporting relationship between innovation and inclination in being the entrepreneur.

Research Procedure

This research is the qualitative research that focusing on data analysis of economic foundation, social, education and industry in Prathumtani, Nakornnayok, Prachinburi and Sakaeo province and including with provincial development plan which is the primary data analysis by starting from the SWOT analysis and after that process the Five Force Analysis in industry and then process the primary data analysis with using the Focus Group in order to get the in-depth data from the interested persons and concerned persons in the provincial level, area level and industrial estates. These include all the leader from government sector of every sections concerned, all the leader from every sectors in government enterprises, the sheriff, management of the education institutions in Prachinburi province, Superintendent of provincial police stations, President of the Federation of Industries Prachinburi, President of Tourism Council of Prachinburi, President of Farmer Council Prachinburi, The management of local government organization, Sub-district Chief, Village Chief and the leader of others sector concerned. The seminar was held at Thavaravadee Resort, Srimahapho District, Prachinburi Province to collect the data which divided conversation group into four main groups. The four topics are 1) The need of economic, commercial and industrial development 2) The need of social and culture development 3) The need of educational development and 4) The need of agriculture and tourism development. There are total participants at more than 40 persons. Moreover, also have focus group conversation to study internal potential of each faculties in Rajamangala University of Technology Thanyaburi which invites the management from 10 faculties and 1 college that are Faculty of Science and Technology, Faculty of Business Management, Faculty of Arts, Faculty of Education Industry, Faculty of Engineering, Faculty of Architecture, Faculty of Home Economics Technology, Faculty of Agriculture Technology, Faculty of Mass Communication Technology and Thai Traditional Medicine College to expressing the opinions and suggest the way to present role and duty of the university in responding the needs that concluded from the seminar among interested persons of area and provincial level.

THE RESEARCH RESULTS

The SWOT Analysis Results

Strengths

Rajamangala University of Technology Thanyaburi is the government university that found in 1975. There are academician and supporting human resources of more than 2,000 persons and ability to manage the study and learning with good standards, quality and potential in science and technology which emphasizing on produce the graduate practitioners in bachelor, master and Ph.D. degrees for 10 faculties and 1 college.

Moreover, the university also ready to implement the varieties of programs to support the needs in the future. From the self-report of Rajamangala University of Technology Thanyaburi in 2014 found that the employment ratio of the students who graduated in 2015 is high at 80.40 percent which is higher than the indicator of Educational Development Plan Volume 10 as the result from quality of education management benchmark and the corporation between the university and the organization both leading companies and SMEs, Professional Council, Chamber of Commerce and Board of Trade of Thailand. So that make the students who graduated from this university have higher chance with the benchmark to get the job and the university receive the budget from the government for more than 1.29 billion baht.

Weaknesses

Despite Rajamangala University of Technology Thanyaburi has operated for more than 45 years however still found the major weakness. The university did not rank in the top 30 universities of both in the country and in Asia also in the world class which is consider as the weakness when compare with the leading universities especially the surrounding universities in the same area.

Opportunities

From the Higher Educational Development Plan Volume 11 between 2012-2016 has emphasizing with educational quality in producing the quality graduate and adjust new curriculum to encourage analysis thinking instead of memorization by having the idea to develop the curriculum, contents, instructional media, measurement and evaluate the result to go align with the progression of modernity. The changing of the science which support the university to have possibilities to develop the human resources in accordance with the goals and direction of national development according to development plan. These are for the beginning of rapid strategy term both the curriculum development to respond the needs such as the entering to international research and administration that will lead into the future university. In order to upgrade the education quality, job creation, unity and national stability creation in the Provincial Development Plan and Group of Provincial Development Plan of 4 years 2014-2017, the university need to manage the group of provinces in central region which are including Chachoengsao, Nakornnayok, Prachinburi, Sakaeo and Samutprakarn to have standing points in strategic of the group that concern about industry, investment center, transportation center and east region trade of Thailand to Indo-China and world market. To be the source of international standard agriculture manufacturing which conform with university policy that emphasizes to open the agriculture technology learning center to support modern agriculture and agriculture industry which is the encouraging and developing of occupation skills to the people in community to be able to earn a living appropriate with the area. And coupled with the number of students who finished primary school in the area education for 49.24 percent have continued to study in the government university and the rest 37.51 percent decided to working in the industrial sector. Moreover, the joining of ASEAN community causes the encouragement of the corporation both government and private sector. The connecting of transportation and logistics, communication and travel to be more convenient for support the motivation of chance in investment of industrial sector in the area.

In addition, being the special business area of Sakaeo province that located adjacent with Prachinburi province.

Threats

The most important is that the changing trend nowadays of Thai population especially the decrease of birth rate in the past 20 years because Thailand enters to aged society and also effect to the demand of education in the higher education level in big picture of the whole country. Moreover, this also has many national and international famous education institutions that have launch the similar curriculum and cause each faculties of Rajamangala University of Technology Thanyaburi has many competitors.

The Five Force Analysis Results

Five Force Analysis, in the first dimension is the competition between the competitors in the same industry found that there are many competitors in the same industry including Kasetsart University, Thammasart University, Burabha University, National Institute of Development Administration, Rajamangala University of Technology Tawan-ok, Rajabhat Rajanagarindra University, Sripatum University Chonburi Campus and Asian University, which may affect the decision to the admission. There are 3 government higher education institutions in Prachinburi province King Mongkut's University of Technology North Bangkok, Ramkhamhaeng University and Suan Dusit University. So, the competition especially in Prachinburi is considered as high competition area.

The second dimension is threat from goods or replacement service found that bachelor degree in many curriculums of Rajamangala University of Technology Thanyaburi have distinguish character cause the low level of threat from replacement goods. The third dimension is threat from new comer competitors. From the higher education develop plan volume 11 from 2012-2016 identify strategic target that has one of the main essences is the desire to slow down the establishment of new higher education institutions of private higher education management by emphasizing on the expertise and the need to develop the country. Which will reduce the opportunity of competitors from private sector that causes the threat from new competitors both government and private sectors in the low level. In the fourth dimension is negotiation power of the student found that the competition in close area is in high level and number of the population that will enter to higher education trend to lower and cause the high level of student's negotiation power. Which in the future will cause each university to complete each other to catch the new students and if each university trend to similar in terms of curriculum will cause the students to choose more on the famous university? So, Rajamangala University of Technology Thanyaburi need to be ready to adjust the form of study and learning in order to survive in the high competition environment, able to produce the graduate as the market needs especially in the rare field. The last dimension is the client's negotiation power. Prachinburi province has plenty amount of investments both in Industrial Estate and surrounding area of the industrial estate. The important industrial estates are 304 Industrial Estate, Kabinburi Industrial Estate and Rojana Industrial Estate when consider to the adjacent province such as Chachoengsao province that have total industrial factories at 1,492 factories which are in 2 industrial estates are Well-Grow Industrial Estate and Gateway city industrial estate. Sakaeo province has total 489 industrial factories. Samutprakan province has 6,136 industrial factories (Rajabhat Rajanagarinda University, 2013) and Chonburi province has total 3,853 industrial factories (Office of Strategy Management East Provinces, 2015). From the data above found that the amounts of industrial factories are high and cause the need of graduate when compare with the limited production of graduate each year make the negotiation power from the clients such as Industrial Estate Group is in the low negotiation power.

Analysis results from the focus group with the parties in interest and the provincial participant and industrial estate

Demand Issues	Main Operator	Research supporter	The cooperation integration with provincial sector and the academy	The cooperation integration with local unit	The cooperation integration with private sector business sector industrial sector and the entrepreneur
The necessary knowledge for agriculture entrepreneur in expanding the market and increase the opportunity in distributing and developing local agriculture goods to community enterprise or OTOP - Short term course training for the entrepreneur - Research for product and packaging development - Market research - Productivity and Production Effectiveness	✓ ✓	 ✓ ✓ ✓	 ✓ ✓	 ✓	 ✓ ✓ ✓ ✓
The necessary knowledge for business and industrial entrepreneur - Cost management training - Accounting and Taxation training - Production management training - Market management training	 ✓ ✓	 ✓ 			 ✓
The manpower development to business sector and support economic by launch the course that meet the need of Prachinburi province development and respond to the growth of business area such as technology and production engineering, management, logistics and demand chain electronic	 ✓ 		 ✓ 		 ✓
Labor skill development to have more knowledge and skill in the area needed to develop the business and industry in the surround provinces	 ✓ 		 ✓ 		 ✓
Public management problem solving of government sector in developing the infrastructure		 ✓ 	 ✓ 	 ✓ 	
Technology manpower development to support the technology and innovation growth for encouraging and enhance the business opportunities of local entrepreneur such as e-commerce, internet and	 ✓ 				 ✓

on-line marketing					
SMEs supporting center in one stop service form	✓	✓	✓		✓
To support the aging society by enhance the opportunity to work for senior person and settle the senior citizen career training			✓	✓	
The knowledge extension to the diplomatic degree labor according to the requirement of local skilled labor such as technician, welder, mechanic, electrician and electronica			✓		✓
Management to support the expansion of community and social as well as the trade sector that lead into the development of high potential area to connecting the business corridor east – west		✓	✓		✓
The supporting of employment rate extension and developing of labor skills that provide benefits and attract the investment from oversea			✓		✓
The increasing of skilled labor according to the requirement of the local industrial entrepreneur cause the attraction in high value investment of local industry	✓		✓		✓

Table 2
ROLES AND DUTIES OF THE UNIVERSITY IN RESPONDING THE NEED OF SOCIAL AND CULTURE

Demand issues	Main operator	Research supporter	The cooperation integration with provincial sector and academy institution	The cooperation integration with local sector	The cooperation integration with private sector, business sector, industrial sector and entrepreneur
The waste management problem. The operation about collecting and disposing of solid waste from the communities. The waste management system starts from the household to community from all village, sub-district and district		✓			
Future target setting of the student both schooling system and outside schooling system. The student or youth in the present unable to find themselves and not understand the important of life planning which make the youth spend time in the wrong way and that cause social problems		✓	✓	✓	
Drug issues -The desire to have the university		✓		✓	

to become the supporter that prevent drug issue from both in the community and local area -The desire to have the university to be the important unit that will cultivate the conscious mind to the youth in the community and area -The desire to have the university arrange the learning system in order to help the youth to have more responsibility to themselves, social and the nation	✓			✓	
Career and income building that cause the desire to arrange the learning instruction that able to build on the knowledge of general people in the area such as building and developing short term profession school that require a week or 3-6 months cause	✓		✓	✓	
Knowledge enhancement to the graduate both at secondary school and diplomatic by require to have short term professional curriculum and provide the acceptance certificate that able to apply for the job or do their own business	✓		✓	✓	
Senior citizen learning and developing center. The established of the school for senior citizen to develop their skills and capabilities to make them to have the senior able to feel more valued				✓	
Sport promotion by having major role in support and encourage sport to the youth and local people which may come in the form of Sport Youth Development Center to make the youth have their own target aim to be success in the sport	✓		✓		
The restoration of Baan Bo Thong gold mining to become the cultural and historical tourist attraction		✓	✓	✓	
The comprehensive study of historical tourist attractions or Prachinburi province tourist attractions to apply the information receive to create concretely travel planning and to encourage the sustainable tourist attraction development		✓	✓	✓	
The conserving of tradition and administrative management of project plan by fully integrated study and incorporate with other district and provincial units for support and		✓	✓	✓	

promote to conserve the local tradition and culture which cause to have the more attractive activity to the tourists					
Support and promote local knowledge. There is the need to support about resources and materials development including encourage the form of producing from the household industry to community enterprise by promote technology and innovation including the design to build additional value to the local goods and develop the distribution channel		✓	✓	✓	

**Table 3
ROLES AND DUTIES OF THE UNIVERSITY IN RESPONDING THE NEED OF EDUCATIONAL**

Demand Issues	Main operator	Research supporter	The cooperation integration with provincial sector and academy institution	The cooperation integration with local sector	The cooperation integration with private sector, business sector, industrial sector and entrepreneur
1. Knowledge service to community - Agriculture knowledge. The knowledge about agriculture and technology are able to increase the agriculture production - Professional knowledge and promote the vocational practice - Research and development knowledge about local product to become the commercial trade	✓	✓		✓	
2. Knowledge service to school - Agriculture knowledge by apply the knowledge from the university to transfer to school and school will transfer to the community - Research and development knowledge and the knowledge that concern with technology to create the sustainable knowledge by promoting the knowledge about research to education personnel - Learning and teaching management knowledge for the education personnel which require knowledge about learning and teaching management to be more modern and keep them up to date with the change of digital era and bilingual and trilingual	✓		✓		
3. Cooperation in knowledge development and effectiveness of learning and teaching of education personnel in the school	✓		✓		

4. The opportunity to continue study in the higher education of the local student by manage to have scholarship for academic excellence student, special abilities student or poor student	✓		✓	✓	
5. The implement of bilateral curriculum by create the cooperation with the local entrepreneur in the area of both secondary school and technique colleague to have best possible benefits to the student	✓		✓		✓
6. The arrange the learning and teaching in bachelor curriculum and higher education that respond to every need to development of Prachinburi province	✓		✓		✓

The results of focus group conversation with faculty management for total 10 faculties and 1 College of Rajamangala University of Technology Thanyaburi

The study found that in the roles and duties of Rajamangala University of Technology Thanyaburi when completed establish “Prachinburi Campus” will able to respond the need of the party of interested in many ways that the university have capabilities to do. As per below sample.

Faculty of Agriculture Technology able to meet the need of agriculture especially about the smart farm operation and management which in the majority of Prachinburi area are industry and agriculture areas which Faculty of Agriculture Technology has the management capability about Smart Farm and able to support the SMEs management including standard organic agriculture training, organic agriculture culture, drive the organic agriculture development and cooperating in develop food production area.

Faculty of Architecture will able to promote about Smart Farm, which their skills of geography plan and design that lead into the integration in landscape design. Design to utilize the area to meet the need of Smart Farm project. Faculty of Agriculture Technology together with Faculty of Architecture also can working together to promote and support the need of tourism by manage to do the agriculture and culture tourism plan. Faculty of Agriculture able to do the tourist attraction map connect within the area of Prachinburi province to create interested points and strength points of tourism in the province. The combining of agriculture and cultural tourism will help to increasing income to the local people. The faculties will support about the design and database by systematization to reflect potential tourist attractions, routing and resting area.

Faculty of Science and Technology will support the agriculture very well by having the academicians group of bio-fertilizer to help promote and provide knowledge to the farmers in both Prachinburi province and surrounding provinces.

Faculty of Arts will able to support the tourism by collecting local in-depth data to know about tourism context in Prachinburi province, to know about tourism routing, to know about the needs of Prachinburi province and needs of the entrepreneur in order to support such as training how to elevate the tourism in the province and to manage and look after tourist attractions together with local management organization, provincial and local people to be able to make the long term plan.

Faculty of Mass Communication Technology will able to support making the tourism media in Prachinburi province both printing media and be the advisor to do media production planning. With the help of Faculty of Science and Technology that has full skills of computer

science will be able to support developing the website to publish tourist attractions and local traditional events to promote provincial tourism and provide training to the tourism entrepreneur and district, sub-district and provincial government in developing the up to date website to increase public relation and opportunity to develop tourism in the province.

Thai Traditional Medicine College has the potential and skills that are able to support the OTOP entrepreneur especially for cosmetics and beauty products such as skin treatment, shampoo, toothpaste, soap and all the scent products. Also, manage to have training for product development, product design, procuring procedure and production plan to the interested people and the local entrepreneur. Moreover, also support community enterprises that produce the local cosmetics and beauty products. In addition, having the potential to be the Original Equipment Manufacturer for the community. That causes the ability to manage cost and elevate the products class of community enterprises and Thai Traditional Medicine College able to arrange the Thai Traditional Massage Professional training and Spa management for the Spa business entrepreneur.

Faculty of Home Economic Technology able to support community enterprises, local restaurant entrepreneur, local food product entrepreneur both production technology and production standard especially food products goods that produced from community enterprises in order to elevate to be the standard gifts and souvenirs. For the restaurant entrepreneur especially in the tourism attractions able to get the training of food safety to build the strength and for the clothing entrepreneur will get the training about product design and product development in order to create value added to the products of community enterprises. Faculty of Technical Education able to support in term of academic service to provide the capability development for the human resources in the industrial sector. The faculty has the strong network of vocation industry. The operation will be as short-term training according to the need of the organization that may about capability development of the staff, product creation development and lost prevention procedure development. The faculty also able to operate together with Faculty of Engineering in arranging of training by design the short-term training 3-6 months, which possible to establish the special training center in the future if the long-term training is required. Faculty of Engineering able to support the training to test the professional qualifications that concern with industrial sector to upgrade the labor skills standard by using the training center of Prachinburi Campus. For the person who would like to test, the campus will manage the registration and transportation as the center for the people who will come to test and transfer to center at Thanyaburi, which all of these has low cost and no additional durable articles.

The analysis of the educational economic of Rajamangala University of Technology Thanyaburi found that the consideration of economic value that will happen directly with the university after establish the Prachinburi campus may not worthwhile. When looking at only the business side, the high cost of investment may cause the university to gain the small return of profits. However, the university has the important role in building the human resource and the innovation to developing the local area and to the country so the establishment of Prachinburi campus will provide the indirect of return profits that worthy to Prachinburi province and surrounding provinces. Which can be saying that this is the indirect economic value of establishing the Prachinburi campus? In the context of national development, will be able to develop potential and human resources by increasing the opportunity for the populations to accessible to the quality education service of government. This is the expansion of government service in educational and the creation of stronger community according to the sufficient economic philosophy in term of building and developing human resources also promoting the learning community, which is the part of Thailand 4.0 policy. The 4.0 policy by building the inner strength that has 3 driving mechanism according to Maesincee (2016) said, 1) Innovation upgrade in all sectors of Thailand, 2) Building of entrepreneurship society and 3) Building of community and network strength.

The context of local area development in Prachinburi province that count as the connection of Industrial Estate in the surrounding provinces and the area of special business so Prachinburi campus will able to bring the assigned area from the province to create additional value to create the benefits for community, social, education and industrial estate. That's make the quality human resources and fit with strategic in expanding the area based. All these processes are upgrade agriculture goods and foods to standard system, build on the strength of industry, and upgrade to the high technology industry and build the ability to complete in term of tourism business and service. In term of learning and teaching, the university always manage to develop the curriculum and emphasizing on produce the practical graduate so the establishment of Prachinburi campus should have Multi-system learning and teaching form. The Multi-system that come in the form of Interdisciplinary will make the operation more flexible and able to respond the needs of each sectors very well both for social development and entrepreneur development to be the industrial estate. From the Area base analysis show that this is the good opportunity of the Prachinburi campus that will apply the potential of Science, Technology, Research and Innovation to develop the entrepreneurship of technology and support the entrepreneur to be able to create new innovative both for design and business management.

CONCLUSION AND DISCUSSION

The existing potential of Rajamangala University of Technology Thanyaburi is able to support and developing according to each needs of the interested parties from the local government sector and the private sector. The university also able to operate in the form of Center or Excellence or Center of Education (COE) settlement or Specialized Development Center by using the presently existing capabilities and skills of each faculty to meet the varieties of local needs. In addition, able to support both in educational services such as provide knowledge to each sectors, training, short-term training, in-depth research and advisory service. Which in this varieties form of operation will be another income channel to the Prachinburi campus and in the same time also go align with the provincial, regional and national strategic. According to the Figure 1, the establishment project of “Prachinburi Campus” has varieties of support factors especially the readiness of Human Resources, Computer Database and Academic learning support such as Strengthen and Development of technician skills curriculum, Entrepreneur Potential Strengthening curriculum, Language curriculum and Tourism Entrepreneur Development curriculum. These causes the campus establishment provide varieties benefits to social. The Prachinburi campus will be another important driving force which Chienwattanasook, Jernsittiparsert and Jarinto (2019) found that University has influence to the willingness development of the graduate especially the willingness to be the entrepreneur and when considering about the compatible with Prachinburi Development Plan of 4 years (2018-2021) (Prachinburi, 2016).

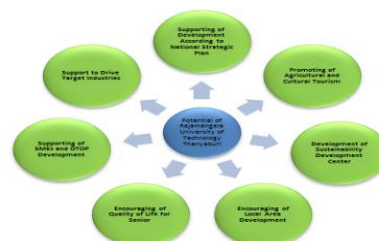


FIGURE 1
SHOW POTENTIAL OF RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI

Prachinburi Campus will be able to support each sector of the provincial development plan as follows: 1) Agriculture Development and Water Integration Management by emphasizing the safety of agriculture and increasing the distribution channel from the producers directly to the consumers. 2) Trade and Industrial Development by helping to develop the producer, trader and providing knowledge to the consumers in order to support the government sector in distributing economic growth to economic routes thoroughly. 3) Social and Educational Development. The Prachinburi Campus will help to upgrade the standard and increase opportunities of social and educational development throughout the potential development for local people. In addition, increase the opportunity of employment. 4) Tourism Development. The campus is able to push forward the quality of tourist attractions, goods quality, services quality and community products to have a higher standard throughout the process to create quality human resources and transfer the knowledge to the community. 5) Thai Traditional Medicine and Herbs Development. Due to the herb plant resources of Prachinburi province is the reason that Prachinburi campus is able to support to develop human resources and technology from the production process to research and develop the products. That makes the local entrepreneur able to compete with the market sustainability.

The Research Suggestion

The education management of Rajamangala University of Technology Thanyaburi, Prachinburi Campus should be the form of modern education which emphasizes on the online learning and teaching and focusing on the practice in the real company or organization by having the specialist in each work field both business and industrial sector to teach the important knowledge. Also, have to emphasize on the curriculum that meet the need for development of the nation in the S-curve industries group and new S-curve industries that are important for the competition among the countries. The key is to upgrade the human resources quality in each vocation that these future industries will be the key mechanism in driving economic growth such as Robotics, Aviation and Logistic, Biofuels and Biochemical, digital and Medical Hub. The Prachinburi Campus will be able to support human resources development in the Prachinburi and surrounding provinces to meet the need and consist with the "Thailand 4.0" policy. Thailand 4.0 policy is the policy that focuses on transforming Thai traditional agriculture to Smart Farming, SMEs to Smart Enterprises and high potential Startups and change from low skill labor to specialist and high skill labor (Department of Technical Affairs Office of Secretariat of the house of senate, 2016).

The curriculum of Rajamangala University of Technology Thanyaburi, Prachinburi Campus should be focusing on upgrading the production and industry standard. For the establishment of Prachinburi campus should follow the curriculum development according to the Mega-Trend and should be the curriculum that responds to the need of macro demand and consist with the needs of the industrial entrepreneur to support the expansion of 5 provinces in the area including Prachinburi, Nakornnayok, Chachoengsao, Pathumthani and Sa Kaeo. This expansion also includes the border trade connection area with the neighboring countries. However, this study still requires more additional information from every sector concerned and including the clarity of the budget provided from the government to spend in the financial worth value study and to assess the cost to produce the graduate. Prachinburi Campus will be able to promote the human resources development to support the industry expansion by the form of establishment can be suggested according to Figure 2.

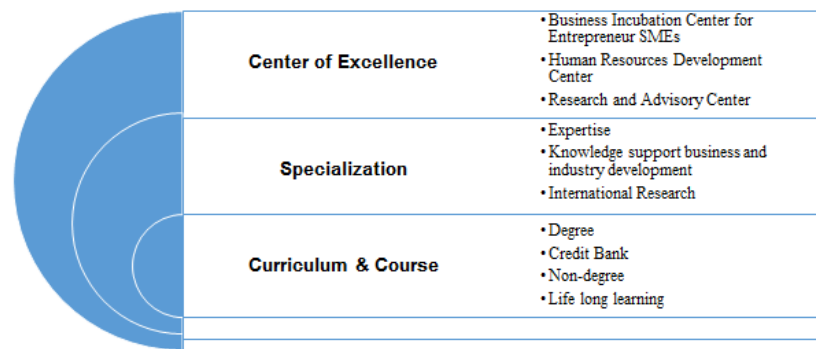


FIGURE 2
ESTABLISHMENT FORM OF RAJAMANGALA UNIVERSITY OF TECHNOLOGY
THANYABURI, PRACHINBURI CAMPUS

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