

# STUDY GOVERNMENT POLICY LEVEL, EXECUTIVE POTENTIAL, INNOVATION, TECHNOLOGY, MANAGEMENT STRATEGIES AND SUCCESS IN EDUCATION MANAGEMENT IN THE SITUATION OF THE CORONAVIRUS DISEASE (COVID-19) OUTBREAK

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## ABSTRACT

The objectives is to study the level of government policy, executive potential, innovation, technology, management strategy and success in education management in the epidemic situation of Coronavirus disease (COVID-19) in local administrative organizations in the 4 southern border provinces. It conducted a study with the Director of the Education Division of the Local Administrative Organization and administrators of educational institutions under local administrative organizations in the four southern border provinces. They are Pattani Province, Yala Province, Narathiwat Province and Songkhla Province, totaling 798 people. The results show that government policy (GOVPL) was at a high level with an average of 4.44. When considering each aspect, it was found that support for the use of internet teaching materials (ITNTC) and budget support (BUDSP) were at a high level - the highest with an average of 4.35 - 4.53.

**Keywords:** Government Policy, Executive Potential, Innovation, Technology, Management Strategy

## INTRODUCTION

The well-being of the people at the local level will have the quality that the government policy has established due to the efficiency of local government organizations in management with management strategies that are in line with the needs of the people. Operations of local governments can respond to the challenges that arise in both social and economic situations and politics. This is caring and helping and carrying out the main mission that will make people have a good quality of life, especially education. This is a public policy aimed at developing the potential of people of all ages as a foundation for national development (Shohel et al., 2021; Mushtaque et al. 2021).

The education management of the local government organization is implemented according to the government's policy in educating the people in a collaborative manner to develop the country from local to central. The local government organizes education from the early childhood level to the higher education level by using local budgets for operations and management. According to the potential of each locality in different contexts by adhering to the main policy of the Ministry of Education for the unity of the country's educational management (Department of Local Administration Ministry of Interior, 2019).

In recent times, the situation of the Coronavirus Disease (COVID-19) has spread around the world. People are sick with infection. Many casualties affect people in their daily lives. In economic, social, business and educational management must be interrupted and complied with the emergency decree without leaving the house. They have to keep a distance, do not travel, etc., causing many educational institutions to close for everyone's safety. Learners must learn at home which affects the efficiency of education management. The government through the Ministry of Education has a policy to manage distance learning by applying innovation and technology to design education management.

In the situation of the Coronavirus Disease (COVID-19) epidemic, the education has on-site, online, on-hand, on-demand and on-air to increase the efficiency of education management in crisis situations. Therefore, government agencies involved in education management have adapted to suit the context of the educational institution for local government organizations. The Department of Local Administration, Ministry of the Interior has applied such policies as appropriate and most beneficial to the students. It makes the education management of the local government organization successful (Department of Local Administration Ministry of Interior, 2020 ; Ministry of Public Health, 2020).

The education management of local governments in the past amid the outbreak of the corona virus infection (COVID-19), causing the process of distance learning to have problems both caused by teachers, schools, and learners. It affects the performance of learners in distance learning including the lack of cooperation of stakeholders, education management of local governments in the southern border provinces. Therefore, it aims to develop success in higher education management in Pattani, Yala, Narathiwat and Songkhla provinces. There are 78 schools under the jurisdiction of local government organizations. The researcher is interested in studying the model for the success of education management in the situation of the spread of coronavirus disease (COVID-19) of local government organizations in 4 South border provinces to develop the ability to manage education of local administrative organizations in the four southern border provinces to be more efficient

## **RESEARCH OBJECTIVES**

To study the level of government policy Executive Potential, Innovation, Technology, Management Strategies and Success in Education Management in the Coronavirus Disease (COVID-19) Outbreak of Local Administrative Organizations in the Four Southern Border Provinces

## **LITERATURE REVIEW**

The research on “The success model of education management in the epidemic situation Coronavirus Disease (COVID-19) of Local Administrative Organizations in the 4 Southern Border Provinces.

1. Local administrative organizations in the four southern border provinces.
2. Implementation of education of local administrative organizations in the four southern border provinces in the situation of the Coronavirus Disease (COVID-19) epidemic.
3. Concepts and theories about the success of education management in the epidemic situation Coronavirus disease (COVID-19) of local administrative organizations in the 4 southern border provinces. It consists of 4 variables. They are Efficiency, Education Management, Public Trust and Learning and Growing.
4. Concepts and theories about variables affecting the success of education management in the situation of the corona virus infection (COVID-19) epidemic of local administrative organizations in the four southern border provinces. It consists of Government Policy, Executive Potential, Innovation, Technology and Management Strategies.

Local administrative organizations in the four southern border provinces

Operations of local government organizations is an organization that provides public services to the people under good governance. It has information in the local context to be used in development and management. This improves the quality of life for people of all levels, age groups and physical conditions to allow people to systematically access public services in various dimensions. In the operation of local government organizations, there is an integration with various agencies in both government and private sectors. They develop local and create benefits for the people through effective projects specified in each context. It is under vision "Division for the promotion and development of local education management is the main organization in developing, promoting and supporting local administrative organizations in managing education with standard quality" and has the following missions:

Mission 1: Educational institutes under local government organizations able to manage education with quality standards. Learners have knowledge and virtue. Educational personnel are professionals.

Mission 2: Local government organizations can manage education effectively.

Mission 3: Local government organizations can develop effective child development center management models and standards.

Education management is one of the important missions of local government organizations that must give priority to development from early childhood to higher education. It relates to human resource development in parallel with the Ministry of Education and raises the quality of life. This has the potential to compete and be a force for the development of the nation. In the 2021 academic year, there were 1,758 schools under the Department of Local Administration, 56,095 teachers, 727,874 students, and 18,419 child development centers, 1,437 teachers, and 364,100 young children. The Department of Provincial Administration has stored data digitally according to the National Policy and Plan on Digital Development for the Economy and Society in 2018-2037. The goal is to drive sustainable development of the country by using technology to store various data. They are through the information system by coordinating with government agencies, the private sector, the business sector, and the public sector. They drive the organization's mission, supervise, monitor, inspect and support for the benefit of the people efficiently in all regions of Thailand (Department of Local Administration, 2022).

2. Educational activities of local administrative organizations in the four southern border provinces in the situation of the Coronavirus Disease (COVID-19) epidemic.

Since the outbreak of Coronavirus Disease (COVID-19), the Department of Local Administration has implemented safety measures in cooperation with school administrators, teachers, school personnel and parents in caring for students. All levels from early childhood to higher education with measures in accordance with the requirements of the Ministry of Public

Health and the Center for COVID-19 Situation Management (CCSA), including the closure of educational institutions, home visit, synchronization of informing parents and understanding with all parties to ensure maximum student safety. There is both onsite and online learning management. They are a combination of vaccination knowledge. In addition, preparations are being made to open basic and vocational education institutions under local government organizations, for example, in the first semester of the 2020 academic year, postponed from May 16 to July 1, 2020. Educational institutions are affiliated with local government organizations in accepting students, management of distance learning and communication equipment, preparation for teachers and opening and closing of semesters.

Including reporting results to ensure that educational institutions comply with the requirements under Section 9 of the Emergency Decree on Public Administration in Emergency Situations B.E. By gradually allowing the use of buildings to provide education, training, etc. at the basic and vocational education levels, details are as follows: 1) Preparatory period before starting school. There is preparation for the building, location, environment both inside and outside the building. They are cleaning equipment, sports equipment, playgrounds, contact surfaces with cleaning products and disinfectants and preparing an infrared thermometer. It has hand washing equipment, alcohol gel at the entrance of the school. School buildings and classrooms should keep it in ready-to-use condition. It provides a distance of 1 meter in all activities. Administrators consider allowing teachers to perform their duties as appropriate, rehearse and understand how to behave safely. Moreover, they communicate with parents about measures and care for their children in both normal and infectious. To behave properly and ensure safety in the event, the educational institution has insufficient educational personnel, volunteer spirit can be used or contracted using the budget of the educational institution or the local administrative organization. 2) In the first day of school opening, everyone must wash their hands with alcohol gel at the entrance. If it is found that the temperature is higher than 37.5 degrees, have a fever, cough, sneeze, inform parents to see a doctor and stop studying. It should promote knowledge of hygiene to students strictly by using social distancing measures and follow the Ministry of Public Health. (Department of Local Administration, 2021).3) Concepts and theories about the success of education management in the epidemic situation Coronavirus disease (COVID-19) of local administrative organizations in the 4)southern border provinces. It consists of 4 variables. They are Efficiency, Education Management, Public Trust and Learning and Growing.

The main mission of the local government organization is to develop people in the area to have a good living. It enhances the quality of life of people of all sexes, all ages and physical conditions to be able to build and support themselves in living life in society happily. One of the missions of local government organizations is to provide education to the people. But in the past time there has been an epidemic. Coronavirus disease (COVID-19), which has wreaked havoc on the global population in all aspects, has resulted in many falling ill and dying. As for the economic sector, there is a slump in every country. There is a restriction on going out of the house, stop working on location and must work at home. Schools are closed and online distance learning methods. It creates problems for students who are not equipped with equipment and internet.

From the aforementioned situation, the government sector, through the Ministry of Education and the Ministry of Interior, through the Department of Local Administrative Promotion, with the obligation to provide educational services, has assisted and received cooperation from the Broadcasting Commission Television business and the National Telecommunications Commission (NBTC). They are providing free internet signal to the public, especially the needy students. It makes online learning management possible during the epidemic. At present, there is a child development center, early childhood and basic to tertiary education in the vocational field. That creates prosperity for the local people in the area to be developed in terms of education. Because when education is effective, it can achieve the specified goals. It will

gain the confidence and trust of the people. Personnel learn in sustainable development and grow the organization from success.

The concept of Shehzadi et al. (2020) is of the opinion that the success of education management in the situation of the corona virus infection (COVID-19). It is the ability of educational institutions and educational managers to apply technology to manage teaching and learning effectively. They make students successful in their studies and achieve learning goals. Personnel in educational institutions learn and develop their work to progress and grow in their duties. This makes students and parents trust and believe in education management. Code, J., Ralph, R. and Forde, K. (2020) discusses the success of education management in the situation of infectious disease epidemic. Coronavirus (COVID-19) as a result of the effectiveness of learning management design during the pandemic.

Coronavirus disease (COVID-19) that teachers use technology to manage learning and emergency distance teaching. It makes learners learn effectively. All teachers are developed with the potential to use technology and teaching platforms. Parents have greater confidence in their students' performance because online learning can achieve their learning goals and learners can pass academic assessments. The ability of school administrators to use strategies to lead organizations to transition to online learning with a view and vision of learning management during the outbreak of the coronavirus disease (COVID-19) with support from the government. It has a policy to help with the internet. The online platform enables learners to effectively learn in such a crisis. Parents have confidence in their children's learning (Jung, H. and Brady, C.,2020).

4. Concepts and theories about variables affecting the success of education management in the situation of the corona virus infection (COVID-19) epidemic of local administrative organizations in the four southern border provinces. It consists of Government Policy, Executive Potential, Innovation, Technology and Management Strategies.

Education management in the situation of the Coronavirus Disease (COVID-19) epidemic by both central and local governments requires the cooperation of all parties to help and support in order to be able to develop learning for students effectively. At every level by distance learning for everyone's safety, both central and local governments have a variety of support policies in terms of budget. Internet Facilitation Support for different technologies and platforms as learning tools including promoting the development of educational personnel to have knowledge. The ability to use media and online platforms to manage learning for learners under the supervision and supervision of effective, visionary educational administrators who can apply innovation in management for responsive education management. It is responding to the crisis of the coronavirus disease (COVID-19) epidemic by using management strategies. This makes education effective achieve the set goal gain public trust learning and growing.

The concept of Sriyalatha et al. (2019) ; Nemec, J. (2020) found that variables affecting educational management success. It is a variable that affects education management, service and financial support and creating perceived value for the institution's image, environment, facilities, student satisfaction and loyalty. Therefore, student satisfaction is quite well reflected in the structure, image, service, financial support and perceived value. This is the result of adopting new methods to take care of students. Under public policy, Agasisti, T. and Gralka, S. (2019) ; Anh-Duc Hoang (2020) address variables affecting educational management success. It is a variable that can create efficiency for learners in educational institutions. There is a government policy to support the budget for education management through educational institutions.

## **RESEARCH METHODOLOGY**

This research has the following objectives: 1) to study the level of government policy, executive potential, innovation, technology, management strategy and success in education management in the epidemic situation of Coronavirus disease (COVID-19) in local administrative

organizations in the 4 southern border provinces. It conducted a study with the Director of the Education Division of the Local Administrative Organization and administrators of educational institutions under local administrative organizations in the four southern border provinces. They are Pattani Province, Yala Province, Narathiwat Province and Songkhla Province, totaling 798 people (Department of Local Administration, 2022). The qualitative research methods to get the highlight of each method contributes to the quality of the research better (Johnson & Turner, 2003).

The researcher has chosen an embedded design (Cresswell, 2003), starting with quantitative research by reviewing the document, literature and research related to success variables in education management in epidemic situations Coronavirus disease (COVID-19). The scope is in local administrative organizations in the 4 southern border provinces that consists of government policy, executive competency, innovation, technology, and management strategy.

## RESULT

### Part 1 Results of the study of general information of the sample

The data were collected with the sample of the Director of Education Division of the Local Administrative Organization. Pattani, Yala, Narathiwat and Songkhla provinces, totaling 480 people, with details as follows:

Table 1 Frequency and Percentage of Data of Study Subjects (n=480)

<b>Personal Information</b>	<b>No</b>	<b>Percentage</b>
<b>Sex</b>		
Female	182	38.00
Male	298	62.00
<b>Total</b>	<b>480</b>	<b>100.00</b>
<b>Age</b>		
< 25 years	53	11.00
25 – 35 years	139	29.00
36 – 46 years	173	36.00
> 46 years	115	24.00
<b>รวม</b>	<b>480</b>	<b>100.00</b>
<b>Education</b>		
Lower bachelor's degree	58	12.00
bachelor's degree	221	46.00
Master's degree	202	42.00
<b>รวม</b>	<b>480</b>	<b>100.00</b>
<b>Income</b>		
10,000 – 50,000 Baht	216	45.00
50,001– 100,000 Baht	173	36.00
> 100,000 Baht	91	19.00
<b>รวม</b>	<b>480</b>	<b>100.00</b>
<b>Administrative</b>		
Secondary school	178	37.00

High school	192	40.00
University	86	18.00
Director	24	5.00
<b>รวม</b>	<b>480</b>	<b>100.00</b>

Table 1 found that most of the samples were male, 298 people, representing 62.00%, 36 - 46 years old, 173 people, representing 36.00%, bachelor's degree, 221 people, representing 46.00%, income / month 10,000 – 50,000 baht, 216 people, representing 45.00 percent, are secondary education administrators, 192 people, representing 40.00 percent.

Part 2 Results of a study at the government policy level Executive potential, innovation, technology, management strategy and success in education management in Coronavirus Disease (COVID-19) Epidemic Situation of Local Administrative Organizations in the Four Southern Border Provinces.

The data was collected with a rating scale questionnaire. The data was analyzed by descriptive statistic such as Mean and Standard Deviation.

Table 2 Mean, Standard Deviation and the interpretation of government policy levels, Executive Potential, Innovation, Technology, Management Strategy and Organizational Success and Education in a Pandemic Situation Coronavirus disease (COVID-19) of local administrative organizations in the 4 southern border provinces (n=480).

Variable	M	S.D.	Result
<b>Government Policy level (GOVPL)</b>			
Internet teaching materials (ITNTC)	4.53	.55	Highest
Budget support (BUDSP)	4.35	.56	High
Total Average	4.44	.55	High
<b>Executive Potential (ECPTT)</b>			
Leadership (LEADS)	4.47	.57	High
Knowledge and ability (KNOL)	4.51	.56	Highest
Decision-making agility (DECMK)	4.43	.58	High
Vision in education management (VSEDM)	4.13	.62	High
Management skills in situations of COVID-19 (SKSTU)	4.26	.61	High
Total Average	4.36	.59	High
<b>Innovation (INOVA)</b>			
Learning management method (MTLNM)	4.47	.59	High
Learning management method (MESEV))	4.59	.55	Highest
the care and support of learners (TAKCR)	4.20	.57	High
Total Average	4.42	.57	Highest
<b>Technology (TECHN)</b>			
Online teaching platform (PLTOL)	4.29	.56	High
Teaching process (ITGTT)	4.18	.64	High
Technology in management (TECMN)	4.21	.60	High
Technology support in learning management (TECSP)	4.29	.57	High
Access to Technology (ACTEC)	4.23	.58	High

<b>Total Average</b>	<b>4.24</b>	<b>.59</b>	<b>High</b>
<b>Management Strategy (MNGST)</b>			
The school's educational management plan (PLMSY)	4.58	.52	Highest
Educational management system (EDUSY)	4.39	.56	High
Legitimate management (LGMNG)	4.31	.59	High
School dynamic adaptation (DYMAD)	4.46	.56	High
Convenience of the online system (CONOS)	4.25	.63	High
<b>Total Average</b>	<b>4.40</b>	<b>.57</b>	<b>High</b>
<b>The success of education management in the situation of the COVID-19 epidemic of local administrative organizations in the 4 southern border provinces (SUCOV)</b>			
Education effective (EFFED)	4.22	.56	High
Education management achieved goals (GOAL)	4.24	.63	High
Gained public confidence (TRUPB)	4.51	.53	Highest
Learning and growth (LRGRW)	4.48	.54	High
<b>Total</b>	<b>4.36</b>	<b>.57</b>	<b>High</b>

Table 2 found that the government policy (GOVPL) was at a high level with an average of 4.44. When considering each aspect, it was found that support for the use of internet teaching materials (ITNTC) and budget support (BUDSP) were at a high level - the highest with an average of 4.35 - 4.53.

Executive Potential (ECPTT) was at a high level with an average of 4.36. When considering each aspect, it was found that leadership (LEADS), knowledge and ability (KNOL), decision-making agility (DECMK), vision in education management (VSEDM), management skills in situations of COVID-19 infectious disease (SKSTU) was at a high level - the highest with an average between 4.13 - 4.51.

Innovation (INOVA) was at a high level with an average of 4.42. When considering each side, it was found that the learning management method (MTLNM), the learning management method (MTLNM), and the care and support of learners (TAKCR) were at the high-most level with an average of 4.42. 4.20 - 4.59.

Technology (TECHN) was at a high level with an average of 4.24. When considering each aspect, it was found that they used an online teaching platform (PLTOL), the integration of technology in the teaching process (ITGTT), the use of technology in management (TECMN), technology support in learning management (TECSP) and access to Technology (ACTEC) was at a high level - most with an average between 4.18 - 4.29.

Management Strategies (MNGST) is at a high level with an average of 4.40. When considering each aspect, it was found that the school's educational management plan (PLMSY), educational management system (EDUSY), legitimate management (LGMNG), school dynamic adaptation (DYMAD), and convenience of the online system (CONOS). It was at a high level - the most with an average between 4.25 - 4.58.

The success of education management in the situation of the COVID-19 epidemic of local administrative organizations in the 4 southern border provinces (SUCOV) is at a high level with an average of 4.36. When considering each aspect, it was found that education effective (EFFED), education management achieved goals (GOAL), gained public confidence (TRUPB), learning and growth (LRGRW) is very high - most with an average between 4.22 - 4.51.

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