

<b>Research Title</b>	Communication Strategic to Build Up and Promote Organizational Identity among Rajabhat universities in Bangkok to get prepared for the advent of AEC
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This research aims to study policy's guidelines to promote the identity of group of the Rajabhat Universities in Bangkok for ASEAN Economic Community (AEC) preparation. To study communication strategies' strengthen for group of Rajabhat University in Bangkok to be ready for AEC. In order to create communication strategies within group of Rajabhat University in Bangkok. The qualitative research had been used through in-depth interview from executives and staff –in-charge: 1) President. 2) Vice President in Policy and Planning. 3) Vice President in Administration 4) Director or Head of Public Relations (PR) and 5) The PR staff of five people per Rajabhat University in group, six Rajabhat Universities in this group, therefore total of 30. The research results found that:

1) Identity was self-mirroring reflected empirical forms or symbols identified organization identities or personality. The empirical collection was a cultural heritage. University's identity had to be different to gain an advantage. Some university's identity was not clear, the group attempting to develop as "one identity one university". The promotion of identity derived from course presenting identity's symbol and assorted with their internal morality interpolation.

2) Communications strategies strengthening the university's identity should have been worked both proactively and reactively. Communication used both top-down and bottom-up method with correctly Thai grammar, systematically scrutinized data prior to publication. A survey or research on communication channels to disseminate information to the right targets and used all media integration to reach the target group most consistently.

3) The executives activities with every level of work were the best media either personal media buzz, mouth to mouth, printing media, symbolic media, new media, technology media and use medias as integrated communications as possible. Integrated communication used with current circumstances by surveying, observing,

or interviewing will explore more receivers. Based on the founding: group member must state clear identity; use all channels of communication media systematically and continuously throughout organization team to survive and sustainable. The Rajabhat University group in Bangkok tried to adapt to develop in the context of their strengths being excellence and global sustainability.

The impact of the results found that inadequate budget to support working on media creation and broadcasting through channels. Lacking of technical media experts, avoidance of media exposure of organization staff, low in adapting inter-personnel in operating to the same direction.