

บทคัดย่อภาษาอังกฤษ

The objectives of this research are: 1) to study documentary research on the analysis of the Framework Agreement on Services for Thai Higher Education Institutions, in particular, of policy and legislation pertaining to services in the Thai higher educational industry; 2) to develop and examine the quality of indicators and tools to assess the readiness of the provision of higher education for the liberalization of trade in educational services under the ASEAN Framework Agreement on Services for Thai Higher Education Institutions, and 3) to use such indicators and tools for assessment of readiness to provide higher education for the liberalization of trade in educational services under the ASEAN Framework Agreement on Services, of institutions of higher education in Thailand which have been developed in the study of the readiness of the provision of education by Thai higher education institutions, specifying the groups of institutions and the subject areas that are ready, and the groups of institutions and the subject areas in which there is prompt need for improvement of readiness. The methods of research used are: 1) documentary research, with a focus on the study of information from documents pertaining to the liberalization of trade in education services of both Thailand and Singapore, analyzing such materials with the method of content analysis; 2) quantitative analysis through in-depth interviews on the issues of readiness to provide higher education for the liberalization of trade in educational services under the ASEAN Framework Agreement on Services. For higher education institutions in Thailand, analysis of data was made with the method of content analysis, in order to synthesize data for use as indicators of readiness to provide higher education for the liberalization of trade in educational services, and 3) survey research, focusing on the development and examination of the quality of indicators and tools to assess readiness to provide higher education. Analysis of data was conducted through confirmatory factor analysis, cluster analysis and the comparison of readiness in the overall provision of higher education for the liberalization of trade in educational services, and categorically according to the types of educational institutions and subject areas, to include the use of Two-way ANOVA and Two-way MANOVA methods.

The research finds that:

1. The liberalization of trade in educational services in Thailand under the ASEAN Framework Agreement on Services: (AFAS) has not limited the conduct of business in education at the higher education level for Thai providers, as Thailand still prescribes conditions on the entry and conduct of business in providing educational services by foreign service providers in Thailand. At the same time, foreign service providers have been given increasing opportunity to provide educational services in the field of science and technology.

2. The development and examination of the quality of indicators of readiness to provide higher education for the liberalization of trade in educational services consist of the following: 1) input indicators (INPUT), consisting of the readiness of human resources, to include: capacity of personnel; the readiness of structural resources, consisting of legislation on curriculum, budget and site of resources, and the readiness of network capital, consisting of networks for cooperation. 2) Process indicators (PROCESS) according to the missions of universities for entry into the ASEAN Economic Community, consisting of the readiness of universities missions, to include education and research and the provision of services and the readiness of communication and the utilization of foundational structures, to include, communication abilities, and the use of foundational structures. 3) Output indicators (OUTPUT) consist of the readiness of personnel output, to include compliance with international standards and reputation, and 4) Outcome indicators (OUTCOME) consist of the readiness of outcome produced by personnel, to include competitive abilities, and the readiness of outcome produced by students, consisting of the quality of students and graduates.

3. The results of the development and examination of quality of tools for assessment of readiness to provide higher education for the liberalization of trade in educational services shows that all questions have content validity, having a value of index of item-objective congruence of 0.50 or more, with a reliability value between 0.517 to 0.915 and the model for assessment of readiness to provide higher education for the liberalization of trade in educational services was correlative to evidence-based data, having a value of χ^2 that is lower or close to df value (0.06-5.13), a p value of higher than 0.05 (0.077-0.814), a GFI value and AGFI value of almost as high as or equal to 1, with an RMSEA index value of close to 0 (0.000-0.044)

4. The results of the analysis of the readiness of Thai policy regarding the provision of higher education for the liberalization of trade in educational services show that the provisions of relevant domestic laws of Thailand are compatible with, and do not affect, the legal obligations of Thailand pertaining to the ASEAN Framework Agreement on Services. It may therefore be seen that at the policy level for the provision of higher education of Thailand, as influenced by the liberalization in accordance with AFAS obligations to give the opportunity to foreign educational service providers to compete with Thai educational service providers, that Thailand is ready since such obligations are compatible with existing domestic laws.

5. The overall results of the Two-way ANOVA of the readiness to provide higher education for the liberalization of trade in educational services show that the type of educational institutions and subject areas have interaction effects with the readiness to provide higher education for the liberalization of trade in educational services, having an overall statistical significance value of 0.05.

6. The results of the Two-way MANOVA of the readiness of input factors (INPUT), process (PROCESS) according to the missions of universities for entry into the ASEAN community, the output (OUTPUT) and outcome (OUTCOME) in the provision of higher education for the liberalization of trade in educational services shows interaction effects between the type of educational institutions and subject areas at a statistical significance value of 0.05.

Key words: Readiness to Provide Higher Education, Liberalization of Trade in Educational Services, ASEAN Framework Agreement on Services for Thai Higher Education Institutions, Thai Higher Education Institutions