

# **CORPORATE MANAGEMENT MODEL LOEI HIGHWAY DISTRICT TO LEARNING ORGANIZATION, THAILAND**

**Mrs. Wilaiporn Kawsimma<sup>1</sup>, Dr. Patthira Phon – Ngam<sup>2</sup>**

<sup>1</sup>*Ph.D. student in Regional Development Strategies. Loei Rajabhat University, Thailand*

<sup>1</sup> *Chair of Doctoral Degree Program. Loei Rajabhat University, Thailand*

## **ABSTRACT**

*The propose of the study was to Corporate Management Model Loei Highway District to Learning Organization. This is qualitative research. The data collected from documents, In – depth interviews and focus group. The propulsive sampling were board director, personal from the Loei Highway District and customers. The result show that Corporate Management Model Loei Highway District to Learning Organization consisted three model Firstly Management System, Secondly Innovation to use and Finally Learning Dynamics.*

**Keywords:** *Corporate Management Model Learning Organization*

## **I. INTRODUCTION**

At the present they have many changes of the social, administration politics, economy, education, and the information of technology. Those were having the development quickly and have the change stay all the time. According to from the influence of the progress of the science and the information technology which; bring about to age limitless world or that called globalization also make spread news information and the information happen extensively and raw material transportation for the production can freely. That is born of direction and the tendency in the change that step to knowledge base social. Beside the specification testifies to administrate the government sector logs in electronics government which in rows think in the administration manages modern.

It was change administration, (Change management), quality administration, (Quality management), ring chain imagination administration, (Supply chain management), and knowledge administration, (Knowledge management). That make all of organization then must fine the attitude for survival because the organization is the living things be not the machine; by use a man is the power propels that important which a person is human asset because human have the skill and the experience that cause an expert. Which that be knowledge asset and being organization will that learning emphasize ; man was a principle tool , equipment , or the technique and including of information technology system be just the advantage will to help and give the way to will reach learning organization proceeds can go to convenient go up. Not only that man still can build learning

# 02 Days, 5th International Conference on Recent Trends In Engineering, Science & Management

Parvatibai Genba Moze College of Engineering, Wagholi, Pune  
9th-10th December 2016 , [www.conferenceworld.in](http://www.conferenceworld.in)

(ICRTESSM-16)  
ISBN: 978-93-86171-12-2

environment cause the knowledge, understanding , skill , and good attitude that make can work achieve follow the objective has of the organization efficiently.

The administration manages government sector organization be to learning organization then it was important policy of the government; loud appear in the plan develops of the economy and National social 11 (2555 – 2559 B.E.) development strategy to develop person Eras to learning lifetime social permanently. Also get note that government service part dares to that develop the knowledge in government service part for there were the character is learning organization always by must acknowledge the news information and can evaluate the knowledge in the sense all of well come to apply in government service practice has correctly, fastness, and appropriate the situation then must encourage and develop ability knowledge gives effective personnel and have learning accompany. Beside; it was still the notice in the conspiracy administrates government service, 8 (2555 – 2558) B.E. policy administration business country Eras are good for development and format administration change manage become visibility and effective in the administration emphasizes condition leader development in the organization go together to accompany learning. Moreover the trend something organization government sector development of Department of Highways gets fixes the aim keeps 3 points. For example , the achievement of the work , the achievement in resource person development and development organization achievement to learning organization which must manage follow the royal decree about the standard and the good way administrate country, 2546 B.E. Eras are for happy advantage of people. There is the administration and develop person resource that are appropriate systematically information database that is appropriate including being organization that have the modernity step in time build the change also meet the social and the environment which correspond state policy happens by the uprightness. The transparent can be check; there is organization administration efficiently and was the worthiness is topmost advantage beneath the resource that limit.

From the reason aforementioned change state of all affect build operating of the Loei highway district. It was moreover the Department of Highways has the trend something organization government sector development by get fix the aim that the achievement of the work will must develop the organization to learning organization thus the Loei highway district. Then must have being organization learning format for develop the procedure works and the personnel are have learning systemically continual for bring about to being organization learning become visibility.

## II. THE OBJECTIVE

For study administration format manages the Loei highway district organization to learning organization.

## III. THE BENEFITS OF RESEARCH

Research format administration result Loei highway district organization to learning organization that is appropriate to induce apply in organization development has efficiently.

## IV. SCOPE OF RESEARCH

The education has this time to fix development format administration substance Loei highway district organization to learning organization will bound for study in limits. 1. As follows side area limits be the education within 1 border plead guilty edge district public road Amphur Mueng area, Loei. 2. Side limits is substance administration format manages Loei highway district organization to learning organization, by interviewing manner deep. 3. Group limits side target group conversations, 1) 1 3) 2) 1 management district public road officer affiliated with district public road user public road teams.

## V. LITERATURE REVIEW

A learning organization is the business term given to a company that facilitates the learning of its members and continuously transforms itself. The concept was coined through the work and research and his colleagues. (Peter Senge, 1990)

Learning organizations develop as a result of the pressures facing modern organizations and enables them to remain competitive in the business environment.

There is a multitude of definitions of a learning organization as well as their typologies. Peter Senge stated in an interview that a learning organization is a group of people working together collectively to enhance their capacities to create results they really care about.

1. Systems thinking: The notion of treating the organization as a complex system composed of smaller (often complex) systems. This requires an understanding of the whole, as well as the components, not unlike the way a doctor should understand the human body. Some of the key elements here are recognizing the complexity of the organization and having a long-term focus. Senge advocates the use of system maps that show how systems connect.

2. Personal mastery: Senge describes this as a process where an individual strives to enhance his vision and focus his energy, and to be in a constant state of learning.

3. Mental models: Deeply ingrained assumptions, generalizations, or even pictures and images that influence how we understand the world and how we take action. These must be recognized and challenged so as to allow for new ideas and changes.

4. Building shared vision: Shared vision is a powerful motivator. A leader's vision does not necessarily become shared by those below him. The key here is to pass on a picture of the future. To influence using dialogue, commitment, and enthusiasm, rather than to try to dictate. Storytelling is one possible tool that can be used here.

5. Team learning: The state where team members think together to achieve common goals. It builds on shared vision, adding the element of collaboration.

In the age of rapid globalization, mind-blowing technology advancements, and growing consumer power, one thing is becoming increasingly clear: for a business to survive and succeed, it must become a learning organization first and foremost. Regardless of industry, size, age, or business model, every organization must forge ahead in learning better and faster in order to stay competitive.

In *Building the Learning Organization*, author Michael Marquardt explains how a business can adapt and survive in a rapidly changing landscape and build a foundation for becoming a learning organization. Based on his experience with hundreds of learning organizations, Marquardt discovered that this can only be done when a company understands and develops five related subsystems. (Michael Marquardt, 1994)

## The Systems Learning Organizational Model

### 1. Learning

Learning is the core subsystem of the learning organization. It takes place at the individual, group, and organizational levels. Marquardt drills down into the levels and types of learning that are crucial for organizational learning and skill development.

### 2. Organization

The organization itself, the setting and body in which the process occurs, is a subsystem of a learning organization. The author explains the four key components of the organization subsystem — vision, culture, strategy, and structure — and how they serve the learning organization.

### 3. People

The people subsystem includes managers, leaders, employees, customers, business and alliance partners, suppliers, vendors, and the surrounding community. Marquardt shows how each group is an important part of the learning organization and can be empowered and enabled to learn.

### 4. Knowledge

The knowledge subsystem is where the acquired and generated knowledge of the organization is managed. It includes the acquisition, creation, storage, analysis/data mining, transfer and dissemination, and application and validation of knowledge.

### 5. Technology

The technology subsystem encompasses supporting, integrated technological networks and information tools that allow access to and exchange of information and learning.

Action Learning is an approach every organization can use regardless of size or budget to tackle specific problems such as reducing turnover, orchestrating a re-org, or improving information systems. Marquardt goes as far as to say it could be the most effective tool in building a learning organization, and he dedicates a chapter in the book to describing what it is and how a company can harness action learning to adapt to constant change and create a culture of continuous learning.

## VI. RESEARCH DESIGN

The research is qualitative research and the target group is management team, Loei highway district officer and public road user. The tool that use in the research is the education from a document, deep interviewing, and group conversations. The data collected ; because of this research is quality then collect data by laying the primer before painting and key thoroughly from that time bring very a category also do the analysis follows the idea and the theory for seek the conclusion and present research result report next.

## VII. CONCLUSION

The result of this research about Corporate Management Model Loei Highway District to Learning Organization, Thailand can conclude follow with the objective has of the research as follows. From document analysis, deep interviewing from management of Loei Highway District team and group conversations from Loei Highway District officer faculty and public road user found that administration format manages 1district public road organization to learning organization there are 3 the format were 1administration format manages system manner be develop alms system serves network user public road give have solve and the serve has fast smoothly to go up. 2 The lead innovation formats in the administration be the administration manages about complain change the way Social Network such as website, Line, and Facebook . 3The forces observance of precepts formats are learning be forces observance of precepts learning format affects being organization learning has 3 pillar element is organization side personnel side and 1) side organization leader be organization structure and the administration manage 2) personnel side be ability knowledge of the personnel the intention and exert of the personnel and work skill accompanies with 3) leader side be a leader must is bound for lead the change perform encourage and have a role is the colleague.

## VII. SUGGESTION

The research result lead goes to use administration format manages Loei highway district organization to learning organization. The executive is supposed to state education now readiness the activity will to encourage was to organization development in the sense of an organization , personnel side , and leader side , including supposed to the shuffle knows encourage give to the activity that encourage being organization learning.

## REFERENCE

- [1]. Marquardt, J. (1994). Building the Learning Organization: A Must-Read For Every Business Leader. Retrieved December 23, 2015, from Wendy Brooks & filed under Business, Content - Highlights and Reviews, continuous learning, corporate learning, Learning & Development, work culture. Web site: <https://www.safaribooksonline.com/blog/2015/12/23/building-learning-organization/>
- [2]. Senge, P.M. 1950. **The fifth discipline**. The art and practice of the learning organization. New York: Doubleday.