

## **Leadership, Economic Policies and Directions for Thailand**

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### **ABSTRACT**

This research examines the concept of leadership towards economic policies, formulations and national development directions in Thailand based on the experiences of Mr. Somkid Jatusripitak. It presents the methodology used to study this research and analyses data found from secondary data and in-depth interviews.

It examines the concepts of Transformational leadership and Charismatic leadership based on the need to create change and drive Thailand's economy into new directions to solve problems, behaviours and situations.

It also observes the influence of Mr. Somkid Jatusripitak into his followers and his ability to increase confidence, prestige, and power, in terms of speaking, for better communication to build relationships and characters.

Keywords: Leadership, Communication, Transformational Leadership, Charismatic Leadership

## **1. INTRODUCTION**

### **1.1 Background of Study**

The collapse of the Thai economy in 1997 was the worst economic crisis in the country. The local society was looking for effective leaders to support organizations in the private sectors as well as new politicians and a new government who could create a competitive economy in a global economic environment and create change. Today's leaders act under pressure because of an uncertain international environment, economic challenges, and political games by governments.

Leaders are important people who can drive organizations, governments and societies towards a change in the modern world to create efficiency. A micro-economic structure that facilitates macro-scale expansion, creates clarity, and reduces risks for businesses and governments. Leaders are also one of the most important factor because they have important obligations and direct strategic plans and people.

A Charismatic leader can build faith for ethical behaviours that can change today's competitive world. "Leaders are necessary and important for organizations or individuals to

success; they have the ability to use their influence or position to make others obey, to achieve a common goal” (Sermsak Wisalaporn, 2003:10). Leadership is a form of special power that arises and manages resources by influencing the behaviour of the followers to achieve a goal, to motivate and bring satisfaction. Mr. Somkid Jatusripitak can be considered a person who has an important role to influence Thailand's economic policy and direction.

Furthermore, leadership can create community development, and empower local governments towards a change and development. Leadership is based on general principles that can be used as a framework for research. It can be studied to develop application guidelines for the benefit of the people in society as well as social development and the country's ability to be more prosperous both in the present and in the future.

## **1.2 Aims and Objective of Study**

The objective of this research was to study the concept and experience of Mr. Somkid Jatusripitak towards economic development, as well as to study the leadership of Mr. Somkid Jatusripitak on economic policies, principles and directions in the development of the country.

People are important for the economy, policy and future direction of Thailand in all sectors and Mr. Somkid Jatusripitak role together with local community's special qualities can create enthusiasm, builds respect, loyalty, dignity, and confidence.

## **2. RESEARCH METHODOLOGY**

Qualitative research uses in-depth interviews to collect data from high-level personnel in the private business sector. This is a qualitative study that focuses on Somkid Jatusripitak's leadership by collecting and analysing data from documents, research papers, and depth interviews (in-depth interviews). In- depth interviews included key informants from the private sector, and draft questions that are open-ended, flexible and can be adjusted. In addition, the research studied various of primary and secondary data related to leadership in order to help and understand the concept.

## **3. PRESENTATION AND DISCUSSION OF FINDINGS**

The results showed that Somkid Jatusripitak played an important role in Thailand's economic policy and vision research. Mr. Jatusripitak's skills, in the form of leadership, are a positive feature of reform, and transformational leadership together with charismatic leadership can change the direction of the country's economy. In other words, his ability to adjust behaviours is a new challenges that can arise from Somkid's influence to create prestige, confidence, enthusiasm, loyalty, respect, dignity, trust and develop communication skills.

Mr. Somkid Jatusripitak as a transformational and charismatic leader has a vision to direct the country's economy, and the ability to adjust self-behaviour in accordance with various situations.

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

Limited scope of principles, concepts, and theories of leadership can perfectly suited to build leadership style. Charismatic leaders who can influence and build trust among group members can encourage people to work together as a team to create respect, loyalty, dignity, and self-confidence.

By demonstrating a leader's self-confidence will make his followers believe in making judgments or ruling out work and various orders by leaders who lack both confidence and believe in yourself. The study of the theory of leadership showed its important role for success and improvement. The competition can build cooperative, with emphasis on human rewards, to maintaining good relationships with subordinates. A good leader must remove excessive rules, restrictions and controls from his followers in order to take responsibility for doing as much work as possible and be able to develop existing creative ideas that could be implemented. Leaders focus on goals to empower followers in order to achieve those goals, creates inspiration and lead goals-driven performance.

Any future research should be planned with other research guidelines in order to make a comparison with the results of this study. The research scope should be expanded by in-depth interviews with relevant people that trust Jatusripitak's leadership to build and develop on the current research results.

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