

## Performances and Activities of Urban Communities Leader Based on Sufficiency Economy Philosophy in Dusit District, Bangkok Metropolitan

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**Abstract :** The research studies the behaviors based on sufficiency economy philosophy at individual and community levels as well as the satisfaction of the urban community leaders by collecting data with purposive sampling technique. For in-depth interviews with 26 urban community leaders, the result shows that the urban community leaders have good knowledge and understanding about sufficiency economy philosophy. Especially in terms of money spending, they must consider the need for living and be economical. The activities in the community or society should not take advantage of the others as well as colleagues. At present, most of the urban community leaders live in a sufficient way. They often spend time with public service, but many families are dealing with debt. Many communities have some political conflict and high family allowances because of living in the urban communities with rapid social and economic changes. However, there are many communities that leaders have applied their wisdom in development for their people by gathering and grouping the professionals to form activities such as making chili sauce, textile organization, making artificial flowers worshipping the sanctity. The most prominent group is the foot massage business in Wat Pracha Rabue Tham. This professional group is supported continuously by the government. One of the factors in terms of satisfaction used for evaluating community leaders is the customary administration in brotherly, interdependent way rather than using the absolute power or controlling power, but using the roles of leader to perform the activities with their people intently, determinedly and having a public mind for people.

**Keywords :** performance and activities, sufficiency economy, urban communities leader, Dusit district

**Conference Title :** ICBEP 2015 : International Conference on Behavioral and Educational Psychology

**Conference Location :** Prague, Czechia

**Conference Dates :** March 23-24, 2015