

## Career Development for Benjarong Porcelain Handicraft Communities in Central Thailand

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**Abstract :** Benjarong handicraft product is one of the most important handicraft products from Thailand. It involves the management of traditional wisdom of arts and Thai culture. This paper drew upon data collection from local communities by using an in-depth interview technique which was conducted in Thailand during summer of 2014. The survey was structured primarily to obtain local wisdom and concerns toward their career development. This research paper was a qualitative research conducted by focus groups with a total of 51 cooperative women and occupational groups around Thailand which produced the Benjarong products. The data were significantly collected from many sources and many communities, which totaled 24,430 handicraft products, in which the 668 different patterns of Benjarong products were produced by 51 local community network groups in Thailand. The findings revealed that after applying the Philosophy of Sufficiency Economy, there was a significantly positive change in their career development and the process of knowledge management enables local community to enhance their personal development and career.

**Keywords :** Benjarong, career development, community, handicraft

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