Research Title: THE COMPARATIVE STUDY OF BUDDHIST VIEW OF LEADERSHIP AND PRIMAL LEADERSHIP: AN INTERPRETATION THROUGH COMMUNITY ORGANIZATIONS IN THAILAND

Researcher: Dr. Suvaroj Kemavuthanon
Department of Human Resource Management, School of Business
University of the Thai Chamber of Commerce

Year of Accomplishment: 2011
No. of Pages 138

Keyword: Leadership, Emotional Intelligence, OTOP Project

Abstract*

This study is concerned with the linkage between a Buddhist view of leadership and the primal leadership based on emotional intelligence. While previous studies of leadership have focused on leadership theories influenced by North American studies, the present study demonstrates that it is necessary to take the influence of cultural, historical and social structure into account. Therefore, the linkage is done through a nationwide community project called "One tambon, one product" – OTOP in Thailand. The findings of the OTOP project with respect to leadership are compared and contrasted according to Buddhist view and primal leadership approach. To support the aim, this study uses two main qualitative methods of data collection which are in-depth semi-structured interviews and a focus group. These two methods offer insight and help to explore unexpected phenomena and the complexity of leadership. The results and analysis lead to the conclusion that primal leadership is closely related to the Buddhist view of leadership. Based on the findings there are two stages of EI and leadership involved helping oneself and helping others. The model of EI and leadership developed from this study can potentially enable leaders and their subordinates to have a better understanding of the qualities, structure, boundaries and processes of leadership. It helps leaders and their participants to identify and pinpoint the qualities and values that they may need to develop and change, which may be useful in alternative settings or other contexts.

*This research was funded from University of the Thai Chamber of Commerce