

Perceptions of Undergraduate Business Administration students at Assumption University of Thailand towards caring for the environment through Sufficiency Economy

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Abstract

His Majesty King Bhumibol Adulyadej, The Late Monarch of Thailand, has left a wealth of legacies which accrue from His enduring work. Among His Majesty's several achievements is the recognition by the UN in 2007 of the Thai King's work with the Sufficiency Economy projects he initiated in the 1970's, which today have emerged as unique examples of how we in Asia and the world at large, can use natural and economic resources with moderation and balance to save the environment, while at the same time, building our moral immunity against greed and unbalanced materialistic growth. This paper addresses the core concepts of the Sufficiency Economy, the UNDP's evaluation of the Thai King's Sufficiency Economy theory, and the paper reveals and discusses field study notes done by the Assumption University Undergraduate students on their perceptions on the concept and application of Sufficiency Economy. Finally, a brief linkage will be made between Sufficiency thinking and recent Catholic Social Thought on the environment and related matters.

Key words: Sufficiency economy, natural and economic resources, moderation, field study notes, Catholic Social Thought.

Introduction

Much to Thailand and the World's grief, His Majesty Bhumibol Adulyadej the Great passed away on October 13, 2016. Among his many achievements were the conceptualization and the application of the Sufficiency Economy concept in Thailand. The earliest indication of what is implied by Sufficiency was pronounced by the King in October 1975:

“Heavy development of advanced and more efficient machinery creates joblessness because people are robbed of their jobs by machines. . .

Therefore, we should think of tools and plans that are easy and practical, making the most of the energy and resources available in our country.

Such plans may not look glamorous or modern and give not much in terms of yield, yet the produce obtained would be enough for consumption. More than that most people will have jobs and be able to earn the decent living they wished for.”

