

A LEADERSHIP MODEL FOR EFFECTIVE INTERNATIONALIZATION STRATEGIES IN THAI HIGHER EDUCATION INSTITUTIONS

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Abstract: This study aimed to develop a leadership model for effective internationalization (IZN) strategies in Thai higher education institutions (HEIs). The study was based on three objectives: 1) To explore the leading factors for internationalization strategies in the global higher education institutions, 2) To validate a proposed leadership model for effective internationalization strategies in Thai higher education institutions, and 3) To verify a leadership model for effective internationalization strategies in Thai higher education institutions. The mixed methods used for this study included documentary review, semi-structured interviews, expert validation, and a questionnaire. 21 experts validated a proposed leadership model for effective IZN strategies in Thai HEIs; it was verified by Three-Stage Least Squares (3SLS) Regression of the results from the questionnaire survey on leadership factors and IZN strategies in two Thai private universities. The findings have shown that the experts validated in terms of suitability could apply five leadership factors and 15 IZN strategies to Thai HEIs. In addition, other three components, comprising institutional vision, context, and policy and priority, are needed for the successful implementation of IZN. Besides, the results from verifying the model reflect that all leadership factors have significantly influenced this leadership model. Since leadership in HEIs plays a very crucial role in enhancing effective IZN strategies to achieve their IZN goals. It is recommended that HEIs could use this study as an idea for developing their leadership model for successful IZN strategies that fit their vision, contexts, and priority.

Keywords: internationalization; internationalization strategies; Thai higher education

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