

## ABSTRACT

In this study, Innovative Application of AI / SOAR as Organization Development Intervention (ODI) on Organizational Operation and Service Quality Improvement in a Catholic School, the main objective is to originate an innovative development model of AI for a Catholic school by introducing and analyzing the effect of Organizational Development (OD) intervention on the school service quality. This research applies the AI for a case study of Assumption College Sriracha (ACS).

The AI approach of the action research including Strengths, Opportunities, Aspirations, and Results (SOAR) was applied for the intervention in the school to model the development plan. The research processes of pre-OD, the implementation of OD, and post OD were conducted. At the beginning of the process, the OD workshops were introduced to the multiple groups of teachers and other stakeholders (e.g., stakeholders, students, alumni, other ACS employees) for understanding and collecting organization-oriented information. A pretest survey of service quality (SERVQUAL) was conducted to collect survey data prior to implementing the OD intervention of AI framework on the school's service quality improvement. The intervention of this study is very important for implementing the Appreciative Inquiry Workshop and setting stakeholders' agendas for improving the service quality of tangibles, reliability, responsiveness, assurance, empathy, and fees' return on investment. In the workshop, the participants deliberated their agendas by using the AI framework. They investigated and found ACS's strengths, opportunities, aspirations, and measurable results. After the AI workshop, the SERVQUAL survey was conducted for measuring the effect of the OD intervention.

The results show the improvement of ACS's service quality and support the strategic plan of AI model to the success of the school. Most SERVQUAL indicators were satisfied by the stakeholders. The significant factor of the success was the development plan of school-owned, school-committed and school-implemented, which successfully opened up a strategically important planning process in the school organization which positively looked forward to a promising future. The use of quantitative procedures in data collection and analysis in conjunction with Appreciative Inquiry Approach enhanced the accuracy, credibility and reliability of the findings. This substantiation pointing to the success of AI as a planned change model in OD Intervention literature remains significantly difficult to ignore. For further ODI, the researcher recommended that the originated school development plan can be applied for other Catholic schools which have similar contextual characteristics to ACS. For future research, the study recommended that Appreciative Inquiry as a large-scale OD Interventional methodology should be used in combination with quantitative techniques in order to give credibility to the findings and lastly called on the researchers to look into the possibility of developing a sophisticated service quality scale for exclusive use in school education.