

Research Title: A Study of the Buddhist Teaching Usage to Support Self-reliant Community Enterprise in Moon River Group of Thatum District, Surin Province

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Fiscal Year: 2551 / 2007

Research Scholarship Sponsor: Mahachulalongkornrajavidyalaya University

ABSTRACT

The objectives of this research are to study the Buddhist Teachings, the techniques in Buddhist Teaching usage, and the Result of the Buddhist Teaching usage to Support Self-reliant Community Enterprise in Moon River Group of Thatum District, Surin Province. It's the qualitative research. The research methodology comprises survey primary information, instruction the research tools, checking the validity of the tools, data collection, examination of the data correction, analysis the data, and presentation of the results.

The results of studies are found as follows:

1. The Buddhist Teachings applied to support self-reliant community enterprise in Moon River Group of Thatum District, Surin Province, in according to the five aspects of the Community Enterprise Principles, are as follows; 1) the Virtues of the Righteous (Sappurisa-dhamma), the Holy Abidings (Brahmavihāra), and the Conditions of Welfare (Aparihāṇiyadhamma) are mostly used in the administration of group and membership, 2) the Qualities of a Successful Businessman (Pāpanika-dhamma), the Holy Abidings (Brahmavihāra), the Virtues for a Good Household Life (Ghāravāsa-dhamma), and the Virtues Conductive to Benefits in the Present (Ditthadhammidattha-savatanika-dhamma) are mostly used in the marketing and customers management, 3) the Virtues of the Righteous (Sappurisa-dhamma), the Holy Abidings (Brahmavihara), and the Virtues Conductive to Benefits in the Present (Ditthadhammidattha-samvatanika-dhamma) are mostly used in the management of production and production support, 4)

the Virtues for a Good Household Life (Gharavasa-dhamma), the Virtues of the Righteous (Sappurisa-dhamma), the Qualities of a Successful Businessman (Papanika-dhamma), the Fourfold Division of Money (Bhogavibhaga), the Virtues Conductive to Benefits in the Present (Ditthadhammidattha-samvatanika-dhamma), the House-life Happiness (Gihisukha) are mostly used in the management of accounting and finance, 5) the Virtues of the Righteous (Sappurisa-dhamma), the Virtues for a Good Household Life (Gharavasa-dhamma), the Qualities of a Successful Businessman (Papanika-dhamma), and the Virtues Conductive to Benefits in the Present (Ditthadhammidattha-samvatanika-dhamma) are mostly used in the management of improvement and sustainable development.

2. The techniques in Buddhist Teaching usage to support self-reliant community enterprise in Moon River Group of Thatum District, Surin Province, are usually applied to cultivate, combine, and mix in all the five activity process of community enterprise i.e. the administration of group and members, the marketing and customers management, the management of production and production support, the management of accounting and finance, and the management of improvement and sustainable development.

3. The result of the Buddhist Teaching usage to support self-reliant community enterprise in Moon River Group of Thatum District, Surin Province, has brought about advantages to the community enterprise i.e. 1) to make the members have the cooperation, harmony, integrity, reliability, and sacrifice in the administration of group and members 2) to create the members and customers' confidence and reliability in the marketing and customers management 3) to make the members have the perseverance, patience, ingenuity, sacrifice, and wide vision in the management of production and production support 4) to make the members have the integrity, sincerity, accuracy, mutual reliance, delineation, wide vision, and happiness in the management of accounting and finance 5) to develop the members in terms of capacity, opinion, perspective, analysis, harmony, working network, and human mercy in the management of improvement and sustainable development.