BUDDHIST ATTRIBUTE ADMINISTRATORS IN DISRUPTIVE INNOVATION SOCIETY

[1] **Aroonrad Wilairadtanakun**
[2] **Lampong Klomkul**
[1] [2] Faculty of Education, Mahachulalongkornrajavidyalaya University, Thailand
E-mail: aroonrad.wil@mcu.ac.th

ABSTRACT

The purpose of this study was to propose Buddhist attribute administrators in disruptive innovation society. Results of the study showed the effect of Disruptive Society towards Buddhist Attribute Administrators in Disruptive Innovation Society. The composition of Disruptive Society consisted of Volatility, Uncertainty, Systemic complexity, and Ambiguity. The composition of Buddhist Attribute Administrators in Disruptive Innovation Society consisted of creative vision, creative and responsible innovator, manage Buddhist innovation organization, and see the value of being a complete human being. The relationship between these variables will be developed into a causal relationship model for further research phases.

I. INTRODUCTION

The world is changing rapidly leap forward change. Moreover, there is no limitation on time and place. As a result, all sectors are affected by such changes. The way leaders work must change even the leaders in the educational institutions because the management of education that was originally may not respond to the changing world anymore. The change of the world and Thai society will change in 6 important things: technological change. (Technologicalization) will result in a trading system. (Commercialization), which both technology and education will lead to more globalization in Thai society. (Globalization), then it will lead to urbanization (Urbanization) and urban society will definitely use more technology (Digitalization) and in the end, Thai society will be an individual society that has individual characteristics. (Individualization) is very high[1]. This fast as a result, the social, political and economic conditions that people are familiar with will also change. The obvious case is that social media has increasingly influenced human behavior whether it affects the election on consumer behavior or causing certain types of businesses or occupations to adjust or disappear and has a continuing effect on mood thoughts and lifestyles of people in society as well this change may be called collectively. It is the emergence of Disruption, that is, what we once understood, used to be, used to, will change rapidly. To complex, unpredictable, business, many jobs disappear and new emergence will cause unemployment practice learning new skills and social reorganization. In the midst of a volatile world [2], even the leaders of education in this era and the next must change accordingly.

New educational concepts have emerged as a base for the creation of new education, such as VUCA Agile CCPR Education 4.0, for example, where educational leaders must keep up with new ideas and new actions because of education is to create people to have knowledge abilities are essential basic skills, good mental traits. are ready to fight for themselves and society are ready to pursue a career Education helps people to thrive both intellectually, mentally and physically, and it also affects society and the nation to prosper and progress equal to the civilization of the country. An educational institution is a unit that is responsible for managing education and performing various tasks to promote teaching that is beneficial to learners including various activities that refine and instill in students to be good citizens of society have good cultural and social values, be aware of the rapid changes in the world where the efficiency and effectiveness of education management. It is the success of education in which the administrator of the school must be the leader that causes change. School development until it achieves the educational goals, which the administrators need to play an important role in the administration and management of education, and it possesses important professional and personal attributes in order to achieve success in accordance with the goals and aims of the study. In which the new school administrators will be the leaders of change in the management paradigm. The ability of school administrators in today's time to be professionally leading and adapting to the changes that will occur.

Leader traits are the key components of an organization's success. Leaders are an important driving mechanism, but the situation in an innovative society has changed that cannot be predicted. It challenges the potential of each leader. If the characteristics of the leader will be able to help lead the organization through the crisis, but if leaders lack skills or new perspectives lack of adaptation to situations that may occur or not leaders may put the organization at a disadvantage or disaster as well to help strengthen the stability and sustainable growth of the organization leaders need to link vision with strategy and tactics to lead fluent implementation. Under the direction of the leader, clear communication is required for the followers to have the knowledge and understanding of the mission. These processes

are a testament to the leadership's potential in facing or dealing with events in an innovative society. Leaders therefore need to have a vision of change, teamwork and participation creativity use of information and communication technology as well as creating an innovative organization atmosphere. This is in order to protect or solve problems in a timely manner to be worthy of being regarded as a true leader from the background and importance of the aforementioned problem. The author is interested in studying the subject. "Buddhist leadership qualities in an innovative society for educational institutions" that leaders need to understand the situation of the innovative society and how to adapt to this situation, including having to analyze and find ways to cope prepare the manpower to deal with this. This is because the leader will determine and point the destiny of the organization in the future. A leader who contemplates hard in the situation of innovation society will be able to make effective decisions including efficiency as well as being able to manage educational institutions to be more efficient.

II. DISRUPTIVE SOCIETY

Paitoon Sinlarat 2019 gave a lecture on "The Future of Thai Teachers and the Creation of Intelligence" at the Royal Graduate School Vocational Conference, saying that there are 6 influences on changing global citizens. 6 characters that play a big role There is no inevitable education in science: 1. Digitalization, 2. Individualization, 3. Commercialization, 4. Globalization, 5. Urbanization, and 6. Vuca world [3]. Digitalization. We have no way of avoiding it. Education has to face this problem. Technology is changing a lot and changing fast lead the world of commercialization part individualization. When digital people have their own characteristics, Gobalization occurs, but here Gobalzation 1 is gone, Globalization 2 begins, Globalization becomes Urbanization, where Urbanization is followed by Individualization. The important thing is that we are entering the era of VUCA world, which is an uncertain world that makes us unable to make accurate predictions about education. Krungthep Turakij 2020 Online Article Writing "Receiving the era of change through thinking" said that the era of change is caused by 3 effects, all of which together affect the way of life and work policies of government, politics, society, business, etc., such as [4].

1. The revolution of multidisciplinary knowledge in the 1960s, especially in the field of computers and telecommunications (Mixed together until becoming IT).

2. Globalization that makes the world interconnected both economically Society and the influence of ideas, being a "global village", accepting practices in the private sector for use in the public sector (competition in the selection of the incumbent subcontracting privatization of government organizations, etc.)

3. Technology disruptions as a result of the continuation of technology that occurred in the previous decade. Thanin Euapithorn wrote an article online. "How will humans create new skills-learning to cope with 'changes' in the future?" said that our present world will be driven by three major trends: [5].

1. Globalization Globalization has made the border between nations thinner like never before. People can travel from country to country more easily, causing a phenomenon that the border between the country and the company began to thin and fade. Some companies do business with large numbers of people from around the world and more money than some countries' budgets. Some companies pay more taxes abroad than in their own country. The modern company's weapon is modern 'technology' and huge 'capital'.

2. The development of technology (Big Bang of Technology). The rapid development of technology or the Big Bang of Technology, according to Moore's law, the speed, capacity, and processing capabilities of computers will improve, 2 times every 2 years, with speculations that the emergence of artificial intelligence and the advancement of technology will completely change human civilization. It is also expected that by 2040 there will be a phenomenon known as 'Singularity', a turning point in human history because artificial intelligence is better than humans.

3. The flow of capital supremacy (Financialization), in today's era, technology is the core driving force of the economy and society. Internet network has become a fundamental factor of modern people already. We are entering the era of IoT: the Internet of Things where everyone wants to be connected to a central system called the Cloud.

Chatchai Khumtaweeporn 2019 conducted a study "Education innovation transformed by the digital revolution," [6] said the change has made a huge impact on traditional education. Make a difference in various fields related to the field of education include:

1) Democracy of knowledge

2) The generation of Homo Digitalus, Homo Interneticus or "digital indigenous peoples".

3) Urgent capitalism that requires workers, knowledge concluded that cause make change that is volatile and fast. As a result, the social, political, economic and educational system that people are familiar with has changed. Create a modern society called VUCA World, which means a changing world turn around quickly Leaders in academia need to have the qualities that are ready to be transformative to keep up or lead the changes that occur and access new opportunities that arise by building readiness to cope with volatility, uncertainty, complexity and ambiguity.

Chatchaya Peerathornis studied "Challenges in educational management in the era of Disruptive Change of educational institution administrators" [7] said that educational institute administrators in the era of disruptive change should have 4 characteristics: 1) characteristics of administrators of educational institutions in the new era, 2) roles and duties, 3) new age skills, and 4) morality and ethics. The school administrators must have a positive attitude towards digital technology. Modification of working methods, personnel, curricula, learning process, media development, measurement and evaluation. Innovation in learning management promotes Encourage instructors to play a role as a coach, known as the "3Es" coach model, which is the factor that will make the instructor's coaching successful, namely 1) building engagement (engage), 2) enhancing learning power Empower, and 3) Enliven learning Digital technology plays an important role in education. Therefore, school administrators should be more aware of the impact on education management and learning along with having morals and ethics.

Veerathai Santiprabhob, Governor of the Bank of Thailand Special Lecture Topics "Thai financial economy amid challenges in the 4.0 era" [8]. He said that now we are entering a "new world", a world where the dimensions of relations and economic, political and social problems become more complex. There is a connection that goes back and forth until it's almost borderline-free and is powered by technology that is faster and more efficient than ever before causing the environment that we are facing to change rapidly. It's going in an unpredictable direction and has a tendency to increase volatility. This is a new global context that we must look out for and keep up with. Something that we are used to the same way of living will never be the same. It will be more difficult. This world is abbreviated as the VUCA world, which stands for Volatile, Uncertain, Complex and Ambiguous.

The theory of disruption [9]

The theory of disruption, if we understand, it will give researchers, experts, policy makers, leaders and executives in all sectors a new perspective in which disruptive innovation is considered dynamic very high that will make the industry change by leaps and bounds because it can unlock economic growth and social welfare.

Disruption will cause a power known as "Creative destruction" achieves the most efficient production with a new resource allocation and destroy the traditional ineffectiveness. This will increase efficiency and productivity. It also makes the price drop so much that it benefits the society as a whole.

On the other hand, disruption will drive social welfare development through "creative construction", which can be considered very powerful. For example, organizations must change their way of thinking from control to fostering cooperation in innovation and looking for new opportunities. This will bring together the power of a large number of people to create until there is no need for 2.3 specialists to work anymore and will be able to create new things In the past that could not be done before, for example, Wikipedia, for example, is one example of the disruption that the Encyclopedia had to end, giving the world access to knowledge at a very low cost and without the need for any textbooks.

Convenience is more, prices are reduced, traffic from consumers has increased exponentially. Consequently, disruption ultimately leads us to see traditionally managed companies among new, powerful and cheap digital tools are at risk of being challenged by modern companies.

The disruption will allow consumers to get products or services that they never had whether it is easy to use (Without knowledge and expertise) Easy access to distribution channels easy payment method. This ease, consumers have never received from this type of product and service before. Thus unlocking the many consumers who have never consumed these types of goods and services before jumped into a huge amount with reasonable price from the study of related documents, concepts, theories from academics The researcher therefore concluded that VUCA has four elements: 1) volatility, 2) uncertainty, 3) systematic complexity, and 4) ambiguity as detailed in Figure 1.
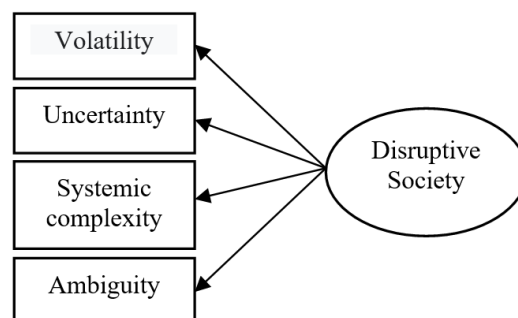

Fig. 1 The Composition of Disruptive Society

III. DISRUPTIVE INNOVATION IN EDUCATIONAL INSTITUTES

Disruptive innovation is a factor that accelerates equality in accessing quality education. The barrier to obtaining a quality education is narrowing the gap between urban and rural people. Although government policies have made education more accessible, but still unable to achieve equal quality [10].

The definition of "disruptive innovation" is Harvard Business School's Clayton Christensen, author of "The Innovator's Dilemma." Innovation has created new markets and transformed industry and society by causing new consumer groups. This is not only the result of taking advantage of new technologies, but also the development of new business models new educational model and taking advantage of the old technology in a new way as well.

Disruptive innovation can play a key role in the leveling of education at a wide scale, which in the past was only for affluent or tech-savvy people to be able to access new technologies, but from now on disruptive innovation will be able to achieve technological parity at an unprecedented pace. Some of them cost millions of dollars and must be installed in large buildings and it must be done by people with expertise or advanced computer science knowledge only, but nowadays computers are widely used, able to work in more variety than in the past and it's easy to use at your fingertips. Due to the rapid development of hardware and software innovations, disruptive innovations have driven the computer into an amazingly cheap product that is widely spread in the market. Until finally everyone can own a computer that can be used easily without having to graduate in computer science.

Similarly to educational technology, which in the past was only accessible to the nobles and nobles, but at present that is entering the full digital era, make personal learning accessible to people at an affordable cost. This radically changing technology has made it difficult for students to access instructors with specific expertise. In addition, learners can search for the information they want to know at the speed of your fingertips and can get knowledge straight to the front on a small portable computer screen (mobile phone) within seconds.

Disruptive Innovation is a leap forward in digital technology development, bringing together human society, mobile technology, cloud, big data, Artificial Intelligence (AI), and the rapidly growing population that can access

information in any form, anywhere, anytime anyone is about to make a difference in every industry, in every business, in the education system and everywhere in the world.

Disruptive Innovation creates a personal education system. An education system that can be adapted to suit each student (Personalization) with different needs which in the past would be very expensive Rather than opting for an educational approach that is similar to that of a high-volume factory of the same product like a school teaching a lot of students in the same subject matter Students are processed into groups have a fixed timetable and study period, but nowadays, the use of digital technology lead to personal education. The study will not teach in a competitive way in the past until all graduates with similar knowledge were obtained with no clear strengths and expertise.

It is expected that disruptive innovation will make the model of education in the future looks as follows.

1. There is an open education model open education. It will be about the ability to independently access educational resources and resources create an opportunity to share and develop a variety of content according to the needs of both learners and teachers. These educational resources are available at a low cost flexible have characteristics that meet the needs and can be shared in the teaching network learners and teachers can use social networks to find resources and can deliver the resources that he developed to others. This learning network creates personalized learning and promote lifelong learning by this open educational resource. It will affect expensive traditional educational tools and resources.

2. Learning does not require a place teaching will change Originally, it had to rely on educational institutions for teaching and learning, but in the future, education will no longer have to rely on places from educational institutions. The school will be the center of teaching and learning. It is a place where educational resources, courses and educational activities can be condensed. Digital Education provides learners with access to additional courses and content. Learners can find content and educational resources more easily. Learners have their own choice of learning methods as appropriate. Attract both students and teachers helping to develop more professionally. The teaching methods will focus on discussions, demonstrations and work experience which students can access from any device when they are unable to attend the class create more flexibility in teaching styles learners can learn anywhere, anytime, promote more learning opportunities.

3. Increased information skills due to the rapid evolution of technology, information literacy skills (Transliteracy) has increased importance. In which students must have the ability to read, write, communicate, use digital technology tools for education know how to search for information know the source know how to choose content information that matches the subject being studied, can assess whether the information contained herein is useful and can be applied and create new knowledge. The traditional educational model relies mainly on textbooks in book form, but in the future there will be more educational resources in many forms.

From now on digital technology, it will enable applications in all industries, such as machine intelligence, ubiquitous web, mobile broadband and unmanned vehicles, to Software that can translate all languages. These technologies will break down barriers to human access to education public health service In addition, the digital revolution will create enormous jobs and in turn, it will completely destroy traditional jobs and business models.

IV. BUDDHIST ATTRIBUTE ADMINISTRATORS

A Synthesis of Buddhist Leadership Characteristics in an Innovative Society, it is an analysis of the following documents, concepts and theories of scholars.

Wichai Wongyai and Marut Pattaphol 2019 Characteristics of persons with Social Intelligence in the VUCA world [11] that should behave consistently in 5 things:

1. He is a proactive person who thinks, likes to plan, organize and prepare everything solving quality work problems. He is observant and has a vision to create success optimistic have interpersonal skills likes to share ideas and work methods regularly.

2. Possessing data skills, looking at the big picture, and filtering information around to analyze and lead to creative decision making.

3. Have interpersonal skills to be able to build a smooth relationship, be a listener more than a talker to capture the point that the speaker wants to communicate about any subject and use keywords as questions for the speaker to think and understand correctly lead to problem solving or new ideas to be creative and open spaces to create opportunities for collaborative learning.

4. Be a person who is always ready to learn from others. Taking into account the feelings of those around you and listen to the students' mindset by analyzing the reasons behind their ideas as information for further development of growth mindset.

5. Happy to give regardless of reward (Give for the sake of giving) gives a good feeling, gives a guideline to the recipient, feels comfortable gain confidence including sharing something that will be of benefit to the recipient.

Supakorn Yuetham concluded that [12] leadership characteristics of a formal organization in line with the current changing situation should include knowledge, expertise in digital and innovation have learned as follows:

1. Being an innovative leader, i.e. being a person who plays a role in creating an open-minded atmosphere and accepting new things by giving personnel the opportunity to express their opinions, there is no right or wrong, but every opinion can be applied and used to develop innovation in the work; in the organization accepted to drive the organization, be brave and dare to use new knowledge to develop in the work for the development of innovative work.

2. Being a digital leader: there is a change in roles, duties, and a new paradigm in management that is different from the original that only aims to achieve the goals of the organization to a modern management paradigm that brings technology digital has played an increasingly important role in the management process. This requires leaders to adjust, adjust strategies and have a broad vision. The leaders must accept modern technology in the process of working within the organization and know how to use technology in a variety of ways including providing opportunities for personnel to participate in expressing opinions and finding solutions to problems within the organization provide support and

develop the potential of personnel to have skills knowledge and ability to cope with changes that occur all the time.

3. Being a leader in learning, focusing on results-oriented work focusing on strategic planning using strategic thinking with a focus on efficiency or quality. There has been a shift in the leadership role from oversight of effectiveness to advocacy convenience focus on teaching and supervision work to personnel to seek new knowledge to develop work always.

Phra Thammarachanuwat (Kamol Kovito) briefly explained the virtues of the group to be graceful in 5 ways: [13]

1. Wisdom is the name of wisdom, which is knowledge of reason.

Kosol means intelligence. The cause of growth is called ayakosala 1, knowledge of the cause of decay is called apai kosala 1, wisdom to avoid the cause of decay and the cause of progress is called upaya kosala 1.

Ingenuity is intelligence or intelligence. able to react promptly not at a disadvantage in negotiations and can be corrected in a timely manner blocking the path of destruction so that even if there are dreadful dangers all around, one may take relief and help oneself and others to be safe from danger.

2. Courage arises with wisdom. Courage is generosity, persevere, never give up in the face of obstacles, like Mahajanaka, Bodhisattva who has courage to use persistence Perseverance to achieve benefits, desires. In addition, courage requires careful carefulness. Use courage in the way you like in conducting activities in good faith is a vocational, do not use courage in illegal ways, immoral, unethical.

3. A person who has heard a lot, namely the plural sutra. an education lover and seek knowledge to increase intelligence and wisdom catch up with the event The modern world, science changes all the time. There are media contacts all over the world. In addition to studying from textbooks will also have to study from media such as radio, television and newspapers and then analyze, research, research, and consider for reasons while at the same time not abandoning the teachings of Buddhism, which is an important factor in shaping the mind to be established in the way of good conduct.

4. The Dharma is one who has listened or studied. The main topic must be memorized in the world. The student must memorize that academic principle correctly, otherwise it cannot be used for good in the Dharma as well one who practices Dharma or will recommend and teach others to practice good and correct according to that Dharma must memorize that dharma text and have an understanding of the text of that dharma with which is the principle of one of the philosophers.

5. Those who follow the Dharma canal appropriate to their position, for example, as an adult must have compassion for the lesser, must have respect for the elder Leaders of the group must have Dharma and be careful not to prejudice prejudice in the performance of their duties.

In conclusion, the characteristics of Buddhist leaders in an innovative society have changed. It is the integration of leadership qualities with Buddhist principles. For the management of educational institutions in an innovative society, there are 4 components: 1. having a creative vision, 2. being a creative and responsible innovator, 3. managing a

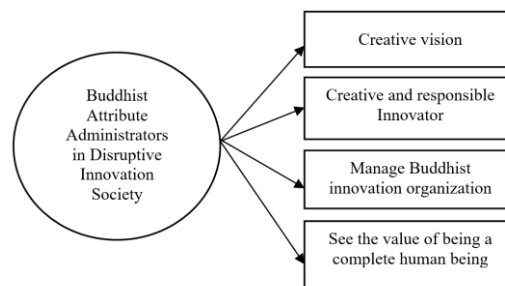Buddhist innovation organization, and 4. seeing the value of a complete human being as shown in Fig. 2.

Fig. 2 The composition of Buddhist Attribute Administrators in Disruptive Innovation Society.

BODY OF KNOWLEDGE

A study of Buddhist attribute administrators in disruptive innovation society has shown the relationship between disruptive society and Buddhist attribute administrators in disruptive innovation society as shown in below figure.
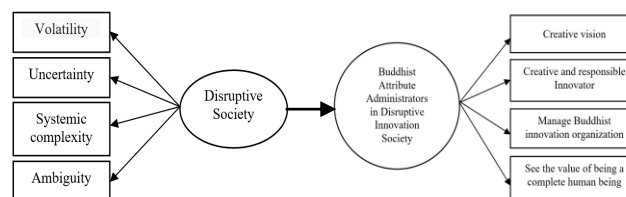

Fig. 3 Body of Knowledge from the study

CONCLUSION

Buddhist attribute administrators in disruptive innovation society showed the effect of disruptive society towards Buddhist Attribute Administrators in Disruptive Innovation Society. The composition of Disruptive Society consisted of Volatility, Uncertainty, Systemic complexity, and Ambiguity. The composition of Buddhist Attribute Administrators in Disruptive Innovation Society consisted of creative vision, creative and responsible innovator, manage Buddhist innovation organization, and see the value of being a complete human being. The relationship between these variables will be developed into a causal relationship model for further research phases.

REFERENCES

[1] Paitoon Sinlarat. (2017). Educational Leadership, 2nd Edition, College of Education: Dhurakij Pundit University

[2] Wattanaporn Yuedtook, "The Competency of Thai Children in the VUCA World", Teachers Council of Sciences, Vol. 1, No. 1 (January – April 2020): 8.

[3] Paitoon Sinlarat, "The future of Thai teachers and the creation of intelligence" (lectured at the Royal Graduate Studies Conference Why Build Intelligence : Study from Phenomenon and Predict the Future, 2019), pp. 73-74.

[online], source : https://1th.me/mXojC. [27 November 2064].

[4] Brain food "Receiving the era of transformation by way of thinking" Krungthep Turakij [online], source: https://www.bangkokbiznews.com/blogs/columnist/126291 [27 October 2020].

[5] Thanin Euaphithorn, "How will humans create new skills-learning to cope with 'changes' in the future?" [online], source: https://thestandard.co/learning-for-change/

[6] Chatchai Khumtaweeporn, new education: educational innovations transformed by the digital revolution. Journal of the Philosophical and Religious Association of Thailand. Year 14, No. 1, Accepted: 24/02/2019, page 20.

[7] Chatchaya Peerathornis "The Challenge of Educational Management in the Age of Disruptive Change of School Administrators" Education Science Chiang Mai University, Year 4, No. 2, 2020, page 126.

[8] Wiratai Santiprabhob, "BOT governor, recommends sticking to the new world context of VUCA "must think right – look out – keep up" https://thaipublica.org/2017/01/ veerathai-20-1-2017/ Published 21 January 2017

[9] Setthapong Malisuwan, The theory of disruption, https://www. It24hrs.com/2016/theory-of-disruption/

[10] Setthapong Malisuwan, The Turnaround Innovation How is it important to the development of the education system?http://thaitribune.org/contents/detail/327?content_id=24198&rand=

[11] Wichai Wongyai and Marut Patphol Learning in the World VUCA to Social Quotient Published online November 2019 Leadership Center for Curriculum and Learning Innovations, Bangkok graduate school Srinakharinwirot University 2019, pages 3-4.

[12] Supakorn Yuetham: Leadership characteristics and formal organizational administration Journal of Humanities and Social Sciences, MSU, Northeastern Campus, Year 2, No. 1, January – April 2021, pages 63-64.

[13] Phra Thammarachanuwat (Kamol Kovito) Sangha Sophonkatha performs the royal merit of Thaksinanuprath In the royal ceremony on the auspicious age of His Majesty King Buddha Yodfa Chulalok the Great Somdej Phra Pathom Borom Kasatriyathirat, Phra Chetuphon Temple, 23 May 2000.