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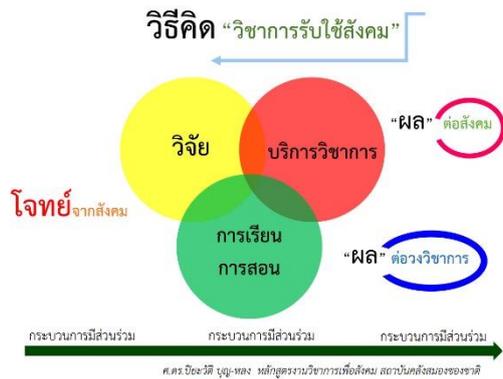


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## Special Article: Socially-engaged Scholarship: A Systemic Approach and Academic Benefits

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### Abstract

The central objective of this article is to discuss 1) a link between thinking and working approaches to socially-engaged scholarship in higher education institutions; and 2) the collective process of producing a socially-engaged academic work for an academic title application. Socially-engaged scholarship is an academic service delivered by universities under the framework of Scholarship of Application through participatory approaches. The academic service should be scholarly designed based on the needs of the society for solution or betterment, with the aim to achieve two concurrent changes: social and academic contributions. Apart from the goals of providing solutions and creating a body of knowledge, a socially-engaged work can be academically exploited in publication for tenure at the assistant professor, associate professor, professor levels. The publication shall be structured in seven sections as prescribed in the criteria. However, the utmost significance of socially-engaged scholarship is preferably placed on providing learning opportunities and establishing mutual learning spaces between the university and the community in solving problems and promoting multifaceted developments as well as empowering university instructors to be ‘practicing scholars’ and community residents to be ‘scholarly practitioners’.

**Keywords:** Socially-engaged scholarship, Engagement university, Practicing scholars, Scholarly practitioners



## Design Process in Participatory Community Planning of Ban Laem Pho Community, Surat Thani Province

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### Abstract

Ban Laem Pho village, Phum Riang, Chaiya, Surat Thani, which is a fisher community, with a housing security problem due to the expansion of the community outside the area, which has been lease for residing from The Treasury Department. The objectives of this research are to first raise awareness in the community and encourage participation in issue analysis, and secondly, to facilitate the community in gathering the mutual requirement for community development, under posing limitations through the participatory design process of people in the community under the support of joint parties between government organizations Local and educational organizations together pushing the community to be strong, able to come together to present a community development plan to government organizations that own land for long-term leases and government organizations that have a duty to support the promotion of housing security. In the participation of design process, there are 4 steps: creating a database for design, engaging design, presentations, and driving design from master plan to action. The creation of the master plan was made by community co-design, under the support of joint cooperation between government agencies, local, and educational organizations. The joint cooperation strengthened the community and enabling to initiate a proposal of the community plan to responsible governmental agencies, generating subsequent objective implementation. The community's proposal resulted in governmental subsidization of 5,311,000 Baht, equating: 2,820,000 Baht of housing development, 2,350,000 Baht of infrastructure improvement, 141,000 Baht for community administration from the Community Organizations Development Institute (CODI). It's caused the community to renovate the house which is divided into 50 renovation house, 13 new houses. It shows the clarity and confidence of the villagers in the community that they can live and live in this area sustainably.

**Keywords:** Surat Thani province, Ban Laem Pho community, Urban design, Master plan, Community planning



## Knowledge Management Guideline of Agricultural Process Innovation for Elderly's Wellbeing in Krainok Elders School, Sukhothai Province

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### Abstract

The elderly in Krainok subdistrict, Sukhothai province had pesticide contaminated in the blood, could not access safe food, and had physical limitations in framing. So this participatory action research aims to develop knowledge management guidelines to search for agricultural process innovation the wellbeing for the elderly at the Krainok Elders School by using the SECI Model knowledge management framework, consists of 4 steps as follows: 1) the socialization step was to search for network partners jointly, to study and analyze data on agricultural forms and suitable technologies for the elderly; 2) the externalization step was to study the guidelines of knowledge management of agricultural process innovation for the elder's people's wellbeing into manual, curriculum, demonstration plots, and resource person; 3) the combination and internalization steps were to improve the potential of the elderly according to knowledge management approaches by curriculum and supportive resources developed; 4) Assessment step was to evaluate and lesson learns. The learning outcomes from the curriculum revealed that the elderly was inspired to do by the Good Agricultural standard. They had learnt and understood in safety production, marketing and sharing knowledge with the elderly in neighboring sub-districts. The results by self-assessment were as follows; overall of the elderly's opinions and cognition to the agricultural innovation in 4 dimensions at the highest level; in health, mentality, social, and intellectual. In addition, the research found approximately 17.58% grew their own vegetables after participating in the project. They could reduce household expenses about 812.20 baht/month/household. The results of lessons learned found that older people could access to more safe food, learn to work in suitable plant plots for their own physical condition and safe farming. They could exchange and learn together, reduce stress, and proud to be as a giver of safety food to their community.

**Keywords:** Sukhothai province, Krainok subdistrict, Agricultural process innovation, Elders school, Knowledge management



## Packaging design and development of contemporary products products from the culture of ethnic Tai-Yuan: A case study of Tai-Yuan native textile, Saraburi

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### Abstract

Baan TonTan Women Weaving Group, Sao Hai District, Saraburi Province. Production of local woven fabrics of the Tai-Yuan people which is a piece of cloth sarong and general pattern. The objective of this research is to design and create prototypes of packaging and contemporary products from cultural capital to meet the needs of consumers and creating social and cultural values of local identity. Including creating added value to the product It is a participatory action research process. from both academics Product design specialists, researchers, community leaders, philosophers of ethnic Tai-Yuan villages in Saraburi province and Baan TonTan weaving women with the following process 1) Create a conceptual framework and research process 2) Creation of new design ideas 3) Participation in product reviews and opinions 4) Packaging design and product development 5) Create patterns and produce prototypes of packaging and products; and 6) Evaluate consumer satisfaction. The community and the Baan TonTan weaving women group participated in formulating the design concept Prototyping and product development training. To increase skills in designing and laying out patterns in sewing. Color placement and fabrication of decorations to create beauty on the product. As a result of the operation, there are prototypes of packaging and products that convey the identity of the Tai-Yuan community. Saraburi. It consists of packaging prototypes of Tai-yuan traditional woven fabrics, 4 works and 2 types of contemporary product prototypes: 1) A set of bags for ladies, 7 works, and 2) 3 products of souvenirs for home decoration. As a result, it creates added value in selling woven fabrics. which can be sold at a 50% higher price and create jobs and income in the community.

**Keywords:** Saraburi province, Baan Ton Tan weaving women group, Packaging, Native woven fabric, Tai-Yuan ethnicity



## Value Co-Creation Process of Tonnamtapi Handmade Community Enterprise by Art and Design Activities with Community Participation

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### Abstract

Tonnamtapi handmade community enterprise, Phipun district, Nakhon Si Thammarat province, gathered local people to produce chemical tie-dye products. However, their patterns lacked unique identities and were not well known, so that they could not generate high income. This research aimed to create the value of natural tie-dye products by art and design activities with community participation. Art and design were created for developing the knowledge and creative skills of this group of people. Then, they were integrated with community members' skills to develop new tie-dye patterns and new processed goods. The processes were as follows: 1) transferring art and design knowledge and creative workshop training, 2) art and design activities with community participation, 3) work development from art and design activities with community participation, 4) selection and evaluation of the community artwork and design, 5) presentation of artwork and design by organizing the art and design activities with community and network participation, evaluation of activity organization, search for distribution channels of community products, and 6) technology transfer to other community entrepreneurs and relevant agencies in Phipun district. The research caused the community enterprise to develop its unique patterns with its own community identities which were "twisting flow of Tapi River and Tapi upstream. The results were the community's knowledge, designed packaging and tags, substitution of chemical color with natural color, reduction of the environmental problems, and production of processed clothes. Besides, the knowledge and skills of making tie-dye products were transferred to local people both in and out of the community. Furthermore, management of the activities of the Community Enterprise and career building generated the circular economy within the community. Total income were approximately 165,385 baht, which was increasing by 142.5%. Batik tie-dye products received the Community Product Standards, 4-Star OTOP Product, environmental standards. These outputs caused the extensions in terms of economic, social contribution, and public policy making in the local developing plan of Phipun district.

**Keywords:** Nakhon Si Thammarat province, Tonnamtapi Handmade Community Enterprise, OTOP products, Batik tie-dye cloth, Arts and design activities



## Enhancing the Potential of Creative Community-Based Tourism of Nakhon Chum Sub-District, Phitsanulok Province

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### Abstract

The troubles of Nakhon Chum community in Nakhon Thai district, Phitsanulok province are: the lack of a variety of tourism activities and they could not respond to the different tourist behaviors. The aim of this study is to enhance the potential of community-based tourism. The process is consisting of: 1) the participation in planning and development between the researchers and community; 2) enhancing the potential of creative community-based tourism through development of the tourist information center, enhancing the creative tourism route, create the new tourism activities, and development of community products; and 3) creating an online marketing. The result has contributed to development of potential of the new generation members of the Nakhon Chum Promoting Community-Based Tourism Club. They become the community interpreter while they design the community tourism route and three creative tourism programs with the average travel cost per person. The tourist service center provides the information, tourism route and activities including selling the community products such as a basketwork, spa salt and herbal compress ball. The online marketing is lead to the value-added and income for the community products. All these impacts in the enhancing of community potential in creative tourism and a variety of tourism activities which could respond to the different tourist behaviors and preparing for the domestic tourism recovery in the future.

**Keywords:** Phitsanulok province, Nakhon Chum sub-district, Community capital, Creative community-based tourism, Tourism route