Educational Innovative Organization:
Performance Educational Organizations to Develop Outstanding Quality of Education in case of Thailand

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Learning Objectives

1. Understand the meaning of “Educational Innovative Organization”.
2. Know the concepts and procedures of educational innovative organization.
3. Know how to use it as a strategy for effective educational innovative organization.
4. Able to apply knowledge to create an educational innovative organization in the future.

Presentation Topics

1. Introduction
2. Concept and Theory of Innovation
3. Educational Innovation
4. The Importance of Educational Innovation
5. Types of Educational Innovation

Presentation Topics

6 • The Process of Creating and Developing Educational Innovation

7 • Educational Innovation Diffusion

8 • Model of Educational Innovation

9 • Educational Innovation Organization

10 • Conclusion and Recommendation

Introduction

- The rapid change in the 21st century from industrial capitalism to transnational industrial capitalism with higher-level technology and management development. Emphasis on producing automatic high-tech products and services that use computers and modern technology.
- Therefore, the learning process, content knowledge, skill development and rationality will be important variables for the learner. In many countries, the importance and the need for young people to have skills for living in the 21st century has changed from the original.

Introduction

- Especially in the era of learning and digital transformation, it is necessary to join forces closely between those responsible for education and stakeholders to formulate policies and procedures for learners to have desirable skills or characteristics according to this new learning framework .
- Digital Education must be adapted to be proactive and use the principle of learning as a center. This is because the progress of technology and knowledge transition is fast, continuous and endless. Therefore, learning will change to advanced learning skills. The instructor is considered a coach and a facilitator in the teaching process and adjusts the teaching method so that learners can learn more by continuously using educational innovation throughout the system to comply with the changes.

Introduction

- Thailand has been reforming education for more than 20 years, continuing until the fourth round of reform in the year A.D. 2019 under the National Education Act (No. 4) A.D. 2019 that focuses on changing the new four, namely the development of the quality of modern Thai people, new teachers, new schools and learning resources, new management systems, while still focusing on decentralizing the power of all parties to participate in educational management. Management is transferred from central to administration at the educational and local levels .
- However, in the current reality, it is found that most educational institution management models still have traditional management, such as Fayol's management theory concept, that still has a hierarchy of management structure. The management of the educational institution has the highest power. Both in decision-making power, planning, coordination, and control, including the division of work that leads to the commitment to work of their side rather than joining forces for the success of the whole organization.

Introduction

- Therefore, the educational organization will survive such rapid world changes. Most of them will depend on creativity. Discovering new things and creating innovations from the traditional organization that focuses on command from top to bottom. The supervisor is in charge of all orders and planning work. Must change the nature of the organization to be an Innovative Educational Organization that requires the development of an educational management model, new management, the application of technology and educational innovation.
- Educational institutions should be responsible for creating innovation and creative networks within the institution that are based on the mutual learning of teachers and educators to bring the work from that learning to make academic benefits and modern educational innovation and published to Innovator of other educational institutions and related groups interested in developing modern education systems to strengthen the education system of Thailand and expand the scope of knowledge to go further internationally.

Concept and Theory of Innovation

1. Innovation

Innovation stems from "Innovare" in Latin, meaning to do something new. Applying new concepts or taking advantage of what already exists in a new way to make economic benefits, or is "doing what is different from others by using various changes that occur around us to become an opportunity and transfer to a new concept that benefits yourself and society." This concept was developed in the early 21st century, focusing on creating scientific research and technology that will lead to the acquisition of innovative technology (Drucker, 2015).

Concept and Theory of Innovation

1. Innovation

Phakamach, Phomdee, and Wachirawongpaisarn (2021b) have given the meaning of innovation to bring new ideas, new practices, or new inventions, or maybe improve traditional things to be better and suitable for the situation. These have been tested and developed step by step and systematically until they can be trusted that they give better results to improve educational practices.

Concept and Theory of Innovation

2. Innovative Organization

Innovative Organization: IO is a modern organization management concept or Organizational Renewal to change the characteristics or behavior of the organization. By creating innovation with a system that focuses on potential or differences to be extended or create a new business and flexible in management Decentralized, there is a team-team atmosphere by giving everyone in the organization to express opinions (Phongsak, 2023).

Concept and Theory of Innovation

2. Innovative Organization

Phakamach, Phomdee, and Wachirawongpaisarn (2021b) said that the elements of building an innovative organization can be divided into ten elements: 1) having a common vision, leadership, and aiming for innovation, 2) an appropriate organizational structure, 3) the core personnel of the organization resulting from the design of human resources, 4) an effective team, 5) flexible and continuous human development training and development, 6) communication expansion, 7) high participation in innovation, 8) external factors such as threats and opportunities, 9) an atmosphere that promotes creativity, and 10) a learning organization.

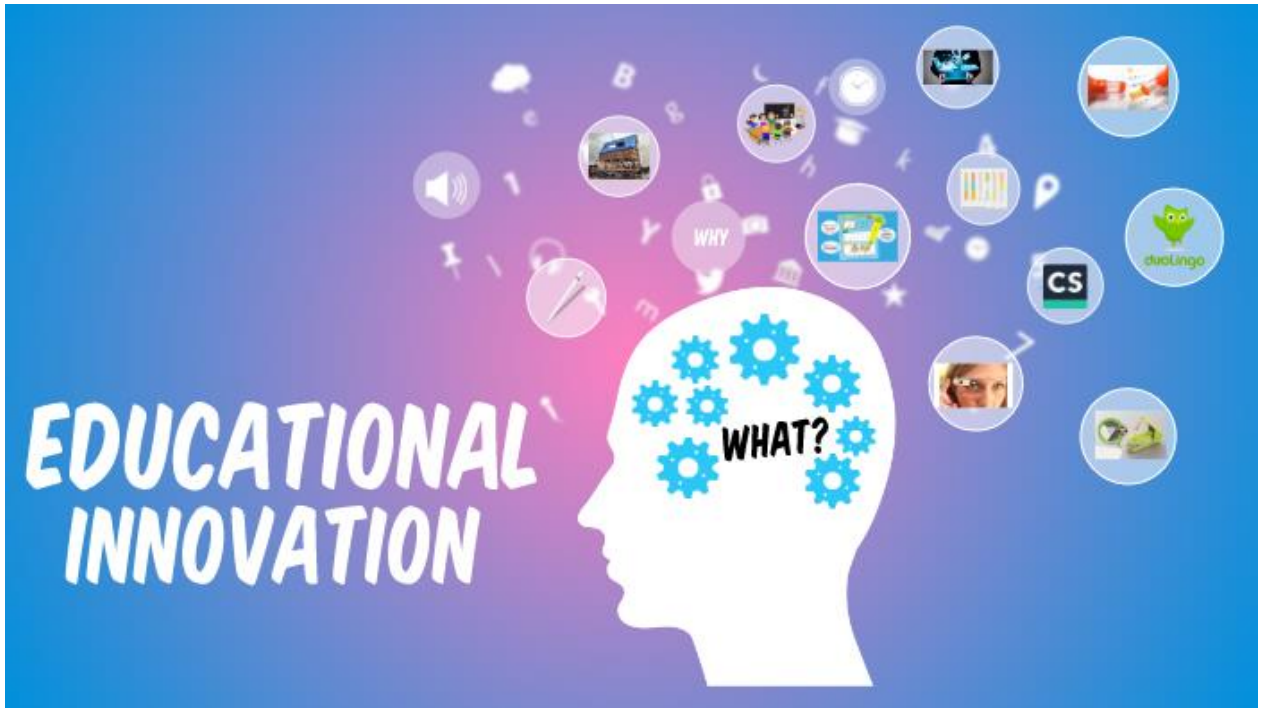
Concept and Theory of Innovation

In conclusion, the organization of innovation means an organization that has improved and changed the thought process to create something new that is different and useful. Alternatively, it is an organization that has applied new changes until it is successful and spread until it becomes a methodology for the general public.

In addition, when considering the organization that will be successful in the future must be an organization that can make personnel in the organization have a commitment and responsibility for the organization, encourage personnel to create innovation and allow all employees to participate in learning and understanding systematically by setting clear objectives, goals and strategies under the structure of the flexible organization.

Educational Innovation

Educational Innovation means innovations caused by concepts, methods, processes or tools designed with creative ideas to be used in the education industry. There is a systematic trial and performance test. Finally, it became an innovation that has been accepted and can be applied to the development of the education system to continue quality.



The Importance of Educational Innovation

Educational innovation occurs according to the following new causes:

1) Increasing the number of learners, especially free education, is fast;

2) The change of technology in all aspects is fast;

3) Learner's learning is more likely to self-learning; and

4) The progress of the ICT system pushes the development and use of educational innovation.

The Importance of Educational Innovation

(1) Learners learn faster and more.

(2) Learners understand the lessons concretely.

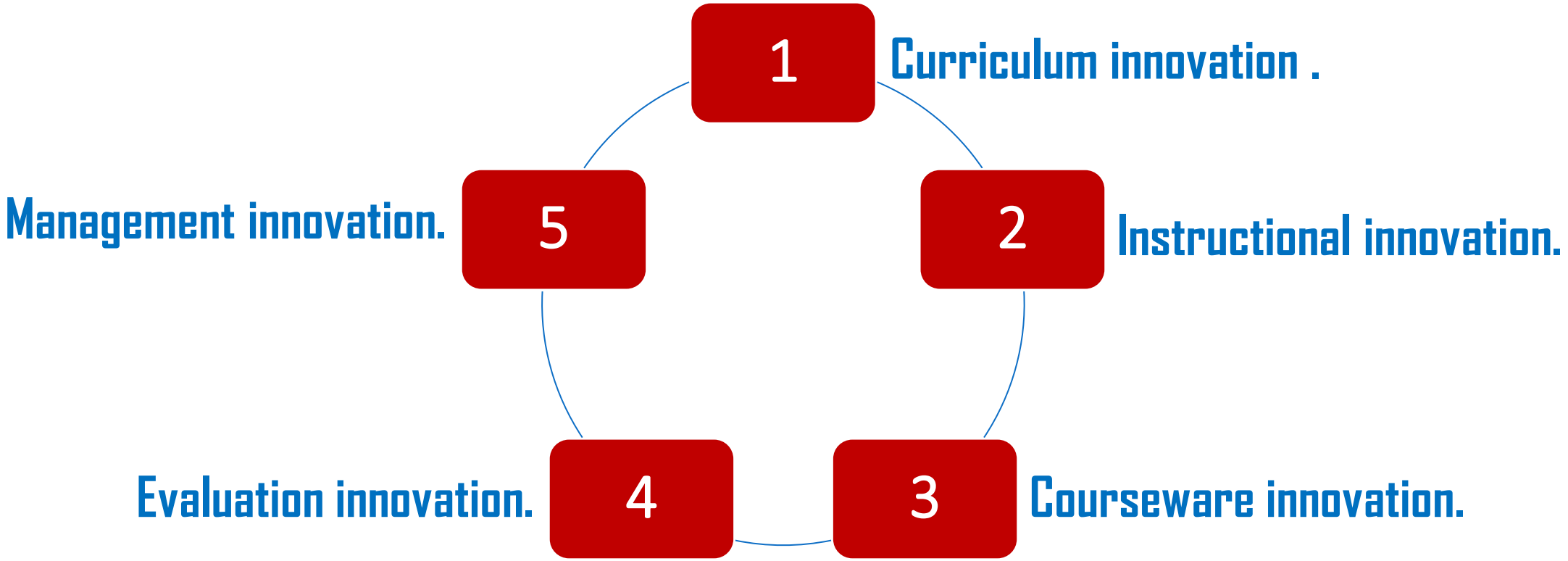
(3) Interesting lessons and create a fun learning atmosphere.

(4) Reduce teaching time and increase the learning time of learners.

(5) Increase efficiency and quality in teaching management.

(6) Save costs.

Types of Educational Innovation



Types of Educational Innovation

1. Curriculum innovation is a new method of curriculum development following the local environment. Moreover, it meets the need to teach more people Because the curriculum must be constantly changed to comply with the country's technological progress, economy, society and the world. Examples of curriculum innovations include integrated curriculum development, individual courses, activities and experiences courses, intensive courses, local courses, alternative education courses, etc.

Types of Educational Innovation

2. Instructional innovation is a systematic method to improve and invent new methods to meet individual learning, learner-centered teaching, participatory learning, and problem-solving learning. Developing teaching methods requires new methods and technologies to manage and support teaching and learning—for example, cooperative teaching, discussion teaching, research teaching and learning with online platforms, etc.

Types of Educational Innovation

3. Courseware innovation uses various technologies to produce new teaching materials: self-study, Group study, and mass learning. As well as the media used to support training through the internet network and educational cyber businesses such as computer-assisted teaching, lessons interactive e-books, online lessons, interactive video sheets, multidimensional media, group work guides, educational platforms, learning support applications, and AR/VR, etc.

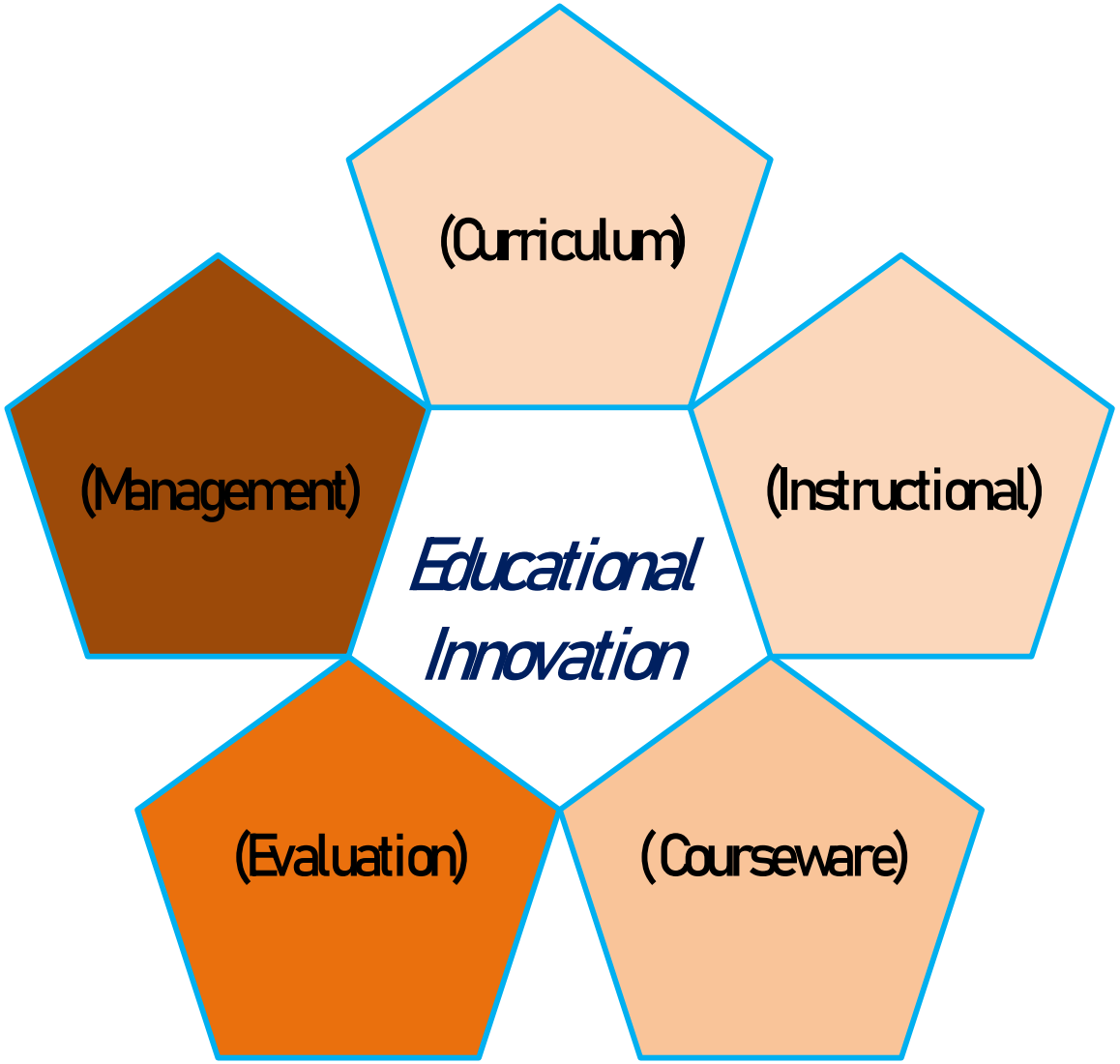
Types of Educational Innovation

4. Evaluation innovation is an innovation that is used as a tool for effective measurement and evaluation and quickly. Including educational research and institutional research. The application of computer programs to support the measurement and evaluation of educational institutions, such as creating various measurements, creating measuring tools and evaluating the quality of education in all dimensions, and application of computer programs for educational resource management, etc.

Types of Educational Innovation

5. Management innovation is the use of innovations related to the use of ICT systems to help manage to have the desired format and meet the objectives of education management at each level appropriately, both quantitative and qualitative, for the decision of executives to be fast to keep up with the world change. Most of the educational innovations used in management are related to the database management system in the agency, including the development of management quality to be systematic, such as systematic management, strategic management, educational quality assurance integrated management, etc.

Types of Educational Innovation



The Process of Creating and Developing Educational Innovation

1

- **Determining** is studying problem conditions, needs, detailed analysis and causes of problems that need solving or developing trends. Set goals and important issues to solve problems or develop desirable characteristics of learners. That is, determine the purpose of learning that wants to be born in the learner, which may be specified in the whole room, small group or individual.

2

- **Identifying** is a process of academic research and researching theoretical concepts and research results related to developing learners' characteristics. Combined with their knowledge, ideas and experiences, and as a conceptual framework of the learning process consists of teaching materials or various equipment materials, techniques, methods and processes, etc., that are thought to be the most suitable to solve problems or develop learners as needed.

The Process of Creating and Developing Educational Innovation

3

- **Creation and Development** is a process to study how to create that innovation in detail. What are the characteristics? How to proceed? Who are the stakeholders? Is there a preliminary quality inspection? How to assess the efficiency during the creation and development? And then prepare the innovation to complete according to the requirements using the research and development process (R&D).

4

- **Experimentation and Improvement** is the process of experimenting with those educational innovations with small groups of learners first to improve the complete solution before being used.

The Process of Creating and Developing Educational Innovation

5

- **Implementation** is a process to improve until ensuring the quality of educational innovation and then actually used.

6

- **Evaluation** is a data collection process that shows the results of using educational innovations with various techniques, representing the quality of educational innovation.

Educational Innovation Dissemination

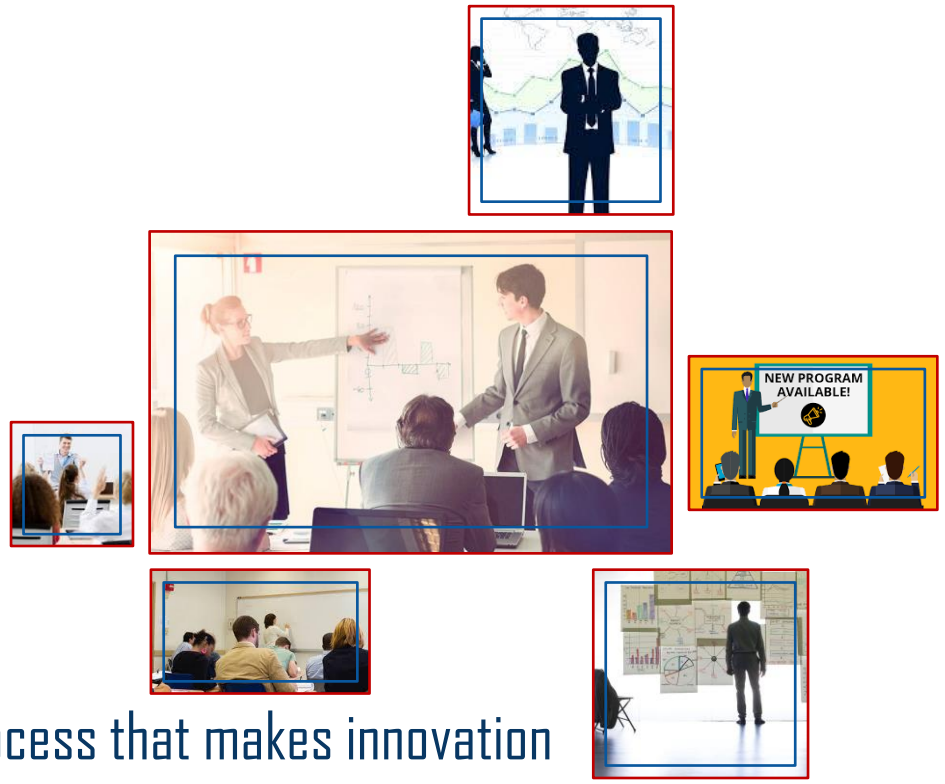
(1) The innovation itself.

(2) Information or information used to communicate in the matter of that innovation.

(3) Time conditions.

(4) The nature of the social system or community that innovation will be published.

(5) Acceptance.



Dissemination or Diffusion is the process that makes innovation accepted and used by community members according to the goal. Therefore, dissemination is a process in which innovation will be conveyed through communication channels for a certain period with members of a social system to achieve adoption.

Educational Innovation Dissemination

1) Injection: Is the process of bringing new ideas or methods to recommend members of an organization or educational institution.

2) Examination: The presented concept or new method has received members' attention in that educational institution. There is a research plan. As well as the formation of a committee to consider.

3) Preparation: Those involved in educational institutions decided to experiment with that educational innovation, and this led to the preparation of gathering personnel and resources until the training before using the educational innovation that has developed.

4) Sampling: There is an experiment to use the innovation for the first time. Then, sample some users to provide information for education by considering the results of past use.

5) Spread: Is a distribution or expansion of educational innovations that have been tried and good results to the target population Especially the reliable group that has sufficient potential to use that educational innovation.

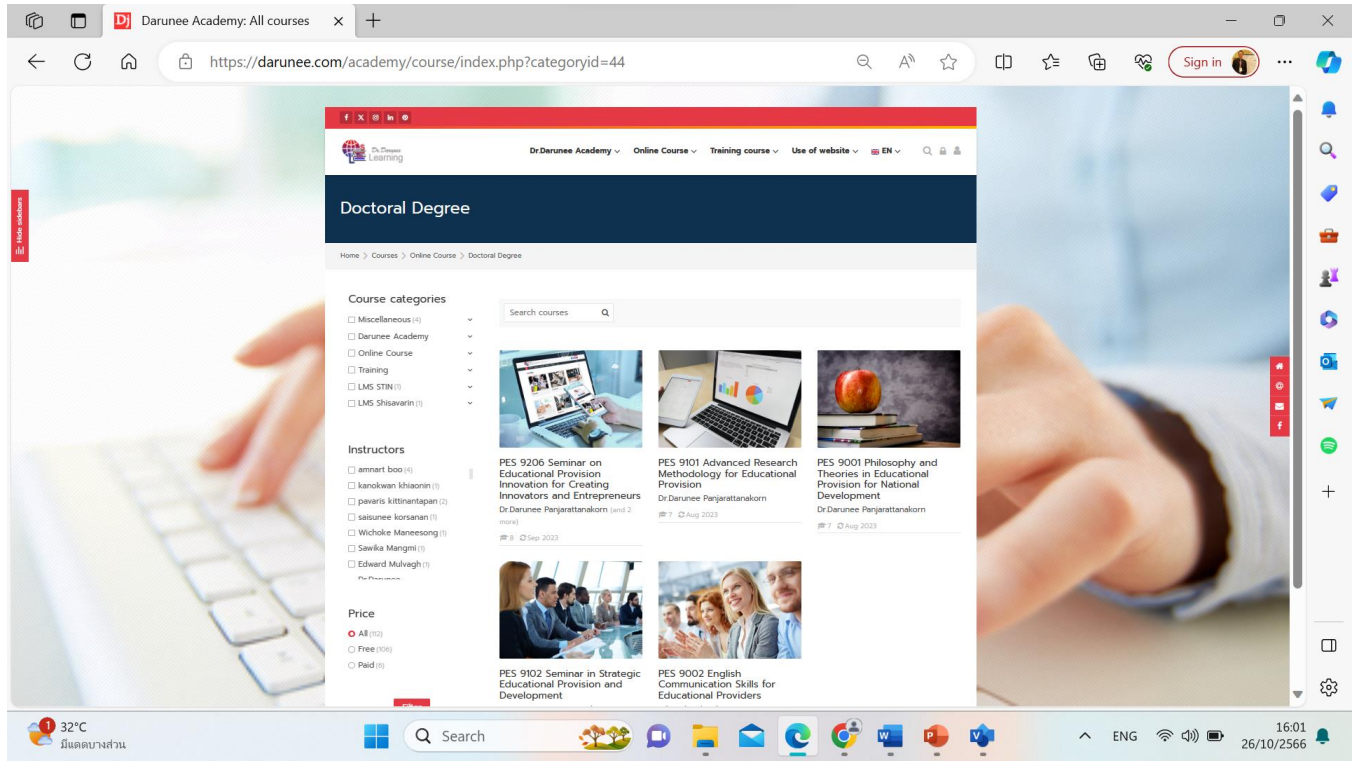
6) Institutionalization: Educational innovation has been accepted and used in operation until it becomes a widespread practice, which is the normal practice by all members.

Model of Educational Innovation

Programmed Lesson: Programmed Lesson means organizing a teaching system that allows students to engage in self-study activities according to the content arranged in steps. Learners have the opportunity to evaluate self-study by always looking at the reflection. In addition, learners will choose to study according to their interests and step according to each person's ability.

Model of Educational Innovation

Teaching Management through the Internet Platform: Education in the Internet age is learning to distinguish and filter information to compile and organize information into knowledge.

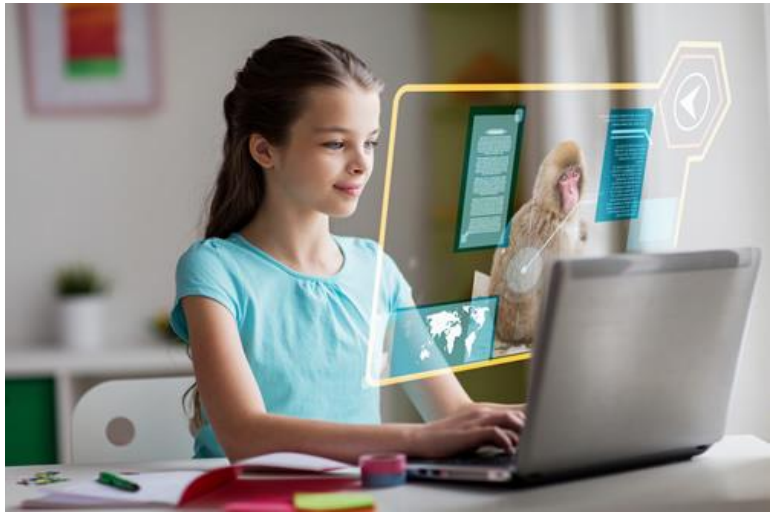


Model of Educational Innovation

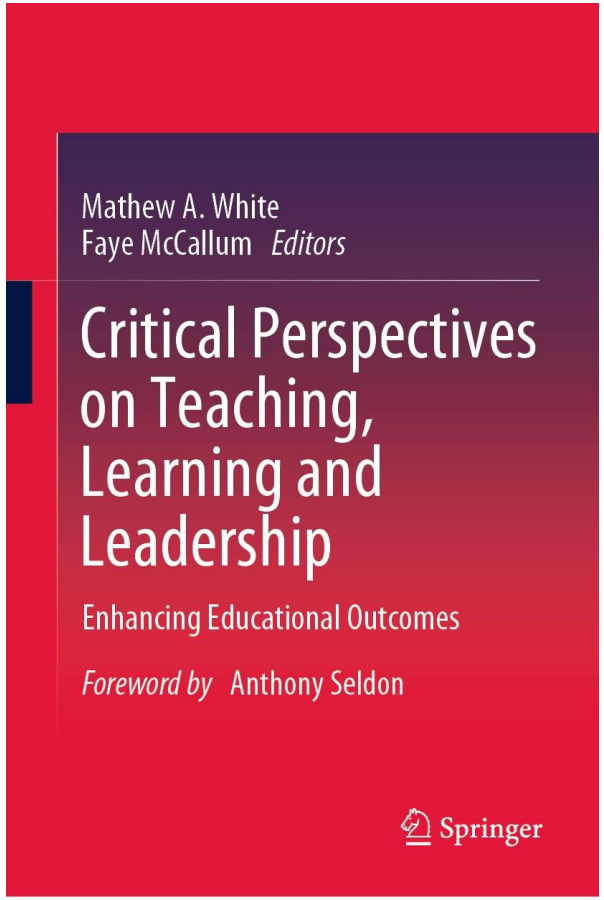
E-Learning: Learning through electronic media, which is used to present computer content in the form of multimedia media, including electronic messages, still images, graphics, videos, animations and 3D images, etc.".

Model of Educational Innovation

Distance Education:
Distance Education means the education system in that learners and teachers are far away from each other.



Model of Educational Innovation



Instructional Package: Instructional Package is a mixed medium with a specific purpose to teach, perhaps a relatively new story for some people. The instructional Package is a mixed media obtained from the production system and brings teaching materials consistent with the subject unit and objectives to help change the study behavior effectively. The type of teaching set has four large types, including (1). Lecture Module, (2) Activities Module, (3) Individual Module, and (4) Distance Module.

Model of Educational Innovation

Learning Center: Learning Center is a learning experience that allows learners to engage in the most self-learning activities by using mixed teaching materials and the principles of the group relationship process to help in teaching and learning.

Educational Innovative Organization

Educational Innovative Organization means an organization or educational institution with a new action, new creation or development adapted from anything, making education or teaching activities more effective than ever, causing learners to learn to change in learning, rapid learning occurs, and being motivated to study, resulting in maximum efficiency and effectiveness with learners.

1. Model of Being an Educational Innovative Organization

1) Innovative Leadership

1. Model of Being an Educational Innovative Organization

2) Innovative Climate

1. Model of Being an Educational Innovative Organization

3) Innovative Behavior

1. Model of Being an Educational Innovative Organization

1) Innovative Leadership

1	• Executives in the organization have a vision to change the organization's management to the goal. Ready to support the management to an innovative organization. Pay attention to the correct thinking process in management and continuously develop to compete in the future. Moreover, it supports research for development.
2	• Executives in the organization are ready to listen to opinions. Be a good example for personnel. Support the development of knowledge and skills of personnel that are consistent with the goals. Pay attention to mobilizing talented people within the organization. Understand the art of managing a team with knowledge and talented people to be the most effective. Understand the role of related technologies and support the use of technology appropriately.
3	• Executives in the organization pay attention to the development of procedures. Create a transparent work process. Participate and decentralize management, create a listening and accessible atmosphere, communicate clear information can manage amid cultural diversity.

1. Model of Being an Educational Innovative Organization

2) Innovative Climate

1

- Creative development in the teaching and learning process to develop innovation. The goal of the Thailand 4.0 era is to have creative skills, which can be developed at school age to be a skill for future careers. The goal is to produce graduates to have the ability to create works that can be used in the development of new knowledge and technologies to increase higher competitiveness and will be the starting point of leading to the application of knowledge and technology and building relationships with other related parts.

2

- Professional development of educational personnel because teachers are important in supporting education. The instructor must be good, expert and ready to develop education. In order to develop teachers to be ready to manage education, The instructor must have professional knowledge and teaching ability. There are professional standards to create truly quality graduates.

1. Model of Being an Educational Innovative Organization

2) Innovative Climate

3

- Promotion and development of digital technology systems for education to increase the ability to manage teaching and learning effectively by having to be consistent with the era and meet the needs of the labour market.

4

- Creating cooperation in innovative research and development to develop new knowledge and focus on entering a career. The development of knowledge by participation will be consistent with the needs of the labour market and truly reach the needs of the social sector and can be used.

1. Model of Being an Educational Innovative Organization

3) Innovative Behavior

1. (1) Have professional leadership, focus on planning, and have a conscience and ethics in achieving goals.
2. Have creative initiatives, think positively, think, know well, write well and speak well, intend to perform the best duties and responsibilities, constantly practice additional knowledge, can use at least 3 languages, have excellent computer performance, and specialize in technology and innovation.
3. Can work with others effectively. Work as a team by acting as a leader and follower in the team according to the expertise and suitability of work and create results according to standards.

1. Model of Being an Educational Innovative Organization

3) Innovative Behavior

4	• Be equipped with both primary and secondary skills. Works multi-function. Ready to accept changes at any time. Understand and know their business well and understand the impact of globalization on business Have all-around knowledge and adapt to the change.
5	• Can use technology widely suitable for the job..

1. Model of Being an Educational Innovative Organization

2) Innovative Climate

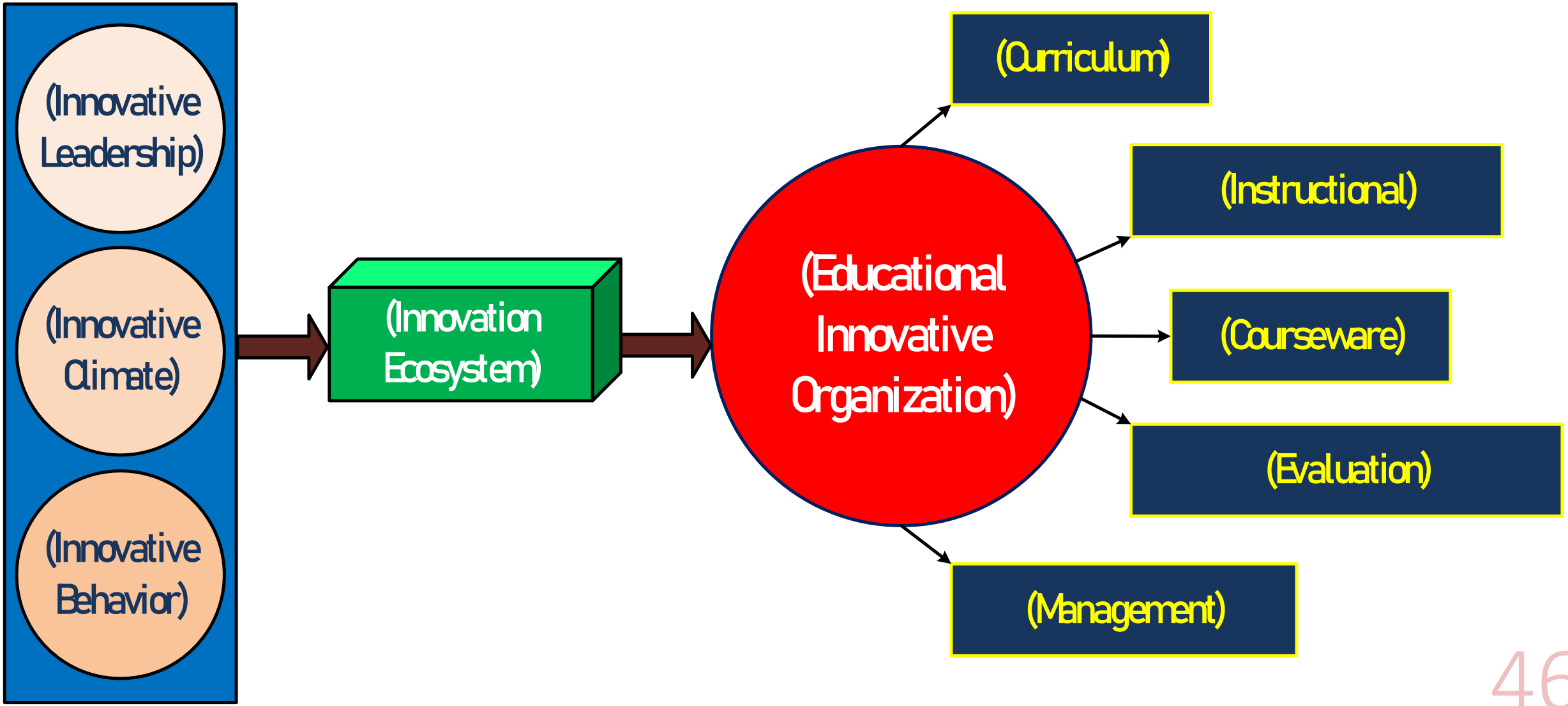
1. Development of Human Personality:
2. Provide and Ensure Proper Utilisation of Human and Material Resources:
3. To Make the Learner Active in the Educational Programme:
4. Provide Adequate Physical Facilities

2. Preparing Educational Innovative Organization

In order to be sustainable in being an educational innovative organization according to the objectives and goals set effectively. There are six internal and external elements, including.

1	Have a vision and strategy that will lead to Educational Innovative Organization.
2	Create a culture that supports educational innovation in every dimension organization.
3	There are processes and practices conducive to educational innovation.
4	There is a leadership team that is committed to being an organization of effective educational innovation.
5	There is a team to create educational innovation.
6	Promote educational personnel in the initiative and create educational innovation.

Educational Innovative Organization



Educational Innovative Organization

To be an "Educational Innovative Organization", the main factors must generally be as follows

1) Structure: It should look like an organic structure; it is a flexible organization, not too attached to the original process. There is an adaptation to the environment. There is a decentralization of management that does not stick to the supervisor. There is communication at all levels between the command line. And do not have to have a formal form (Horizontal Communication).

2) Size: Large organizations have an advantage over small organizations in terms of funding, with a focus on R&D advantages, expenditure, support for various technologies, Personnel development and effective staffing, and having more specialists, which is good for creating new knowledge. On the contrary, small organizations have advantages over large organizations, especially in management and characteristics within more flexible organizations. There is more proximity to customers. There is a smaller administrative stratification (Low Hierarchies).

Educational Innovative Organization

The concept that the organization can be applied in the management of education in the organization to step into the organization of innovation, including:

1. Finding people to suit the job.
2. Keeping talented people within the organization.
3. Restructuring the organization to comply with all digital changes.
4. Applying digital strategies to help increase the efficiency of the organization.

Conclusion and Recommendations

The mechanism can manage educational innovation. It is the process of organizing education that educational institutions need to bring new educational technology and innovation to be used for the development of courses, teaching materials, teaching measurement and evaluation and management. To develop education at all levels more effective and effective compared to the international.

Conclusion and Recommendations

The aftermath of the education disruption modification, including education reform, makes the role and main function of modern educational institutions at all levels have the characteristics they should have. Support thinking tools as a consultant for personnel within the institution and external innovation units that see the possibility, including persuading those who are involved and interested in innovation and creativity in education. In the end, the institution's direction will be determined by the common opinion of the educational institution to survive in the future. Under the rapidly changing environment of the world, creativity can draw the potential of people in the institution to use it effectively and not stick to the original rules that limit people's imagination in the education industry.

Conclusion and Recommendations

The importance of educational institutions that must support research drives cannot be limited to the duty of academic support to research to improve academic promotion. However, it should start from cultivating innovative ideas at the foundation level for researchers and inventors of educational institutions both domestically and internationally interested in bringing research output to academically. It is like a connector for the supply and demand of innovative work within various educational institutions to meet by focusing only on tasks that can be practical and beneficial to learners.

THANK YOU