

## Abstract of Presentation

Presentation Title:

Diffusion of Sufficiency Economy Concept: A Success Case in Thailand

Abstract :

The King of Thailand initiated the “Sufficiency Economy” concept for the country’s economic development purpose. “Sufficiency,” according to this concept, means “to lead a reasonably comfortable life, without excess, or overindulgence in luxury, but enough.” This concept is being practiced nationwide. Local government agents are the major coordinator to convey this concept to local residents, in other words, the grass roots of the country. This paper provides a success case illustrating how a local government agent in Thailand successfully diffused the concept of sufficiency economy to the local residents which resulted in preferably tangible outcome. The author based her study on Everett M. Rogers’s Innovation Diffusion Concept. The paper suggested that the key factors that led to the accomplishment of diffusion of Sufficiency Economy Concept in Thailand includes impactful opinion leaders, methodology of involving people to participate in the project, and traditional reciprocal Thai culture.