

CHAPTER VI

ANNOTATED BIBLIOGRAPHY

Barry Cushway & Derek Lodge. (1993). Organizational Behaviour and Design. London: Kogan Page Limited.

SWOT Analysis stands for Strengths, Weaknesses, Opportunities and Threats

Strengths may be described as those positive aspects of the organization which may lead to further opportunities and which can therefore be built on. What are the company's competitive advantages and unique selling points?

Weaknesses are any deficiencies in the company's skills and resources. Consideration needs to be given as to how these can be remedied, for example by acquisition, merger or training and development.

Opportunities describe those events in the external environment that the organization may be able to take advantage of. These are likely to arise from changes in technology, markets, products, legislation and so on.

Threats are dangers or problems that might damage the position of the organization, for example the introduction of a new product by a competitor, changes to safety standards, changing fashions, or problems with suppliers or customers

Whereas strengths and weaknesses primarily concern the internal workings of the organization, opportunities and threats arise primarily from the external environment.

Goodstein, L., Nolan, T., and Pfeiffer, J.W., (1993). Applied Strategic Planning. New York: Mc Graw – Hill.

The strategic plan of an organization is influenced by its stakeholders, the people or organizations involved or interested in the organization's activities. During the strategic planning process, it is important to identify the stakeholder groups and their needs because their influence can support or hurt the organization. This is the

most difficult phase to apply in the strategic planning process because it requires in depth analysis of the ideas, belief and baseline of decision making. Moreover, we also need the intuition and a far sight of the future for estimation and prediction of influential direction. Stakeholders can be identified by using critical thinking and a technique of problem solving for analyzing their status, relationships and activities that may affect the organization.

Michael Allison & Jude Kaye. (1997). Strategic Planning for Nonprofit Organizations: a practical guide and workbook. New York: John Wiley & Sons, Inc.

Strategic planning is a management tool, and like any management tool, it is used for one purpose only, to help an organization do a better job. Strategic planning can help an organization to focus its vision and priorities in response to a changing environment and to ensure that members of organization are working toward the same goals.

Successful strategic planning improves the process of people working together in that it:

- Creates a forum for understanding why the organization exists and the shared values that should influence decisions.
- Fosters successful communication and teamwork among the board of directors and staff.
- Lays the groundwork for meaningful change by stimulating strategic thinking and focusing on what's really important to the organization's long-term success.
- Most importantly, brings everyone together to pursue opportunities for better meeting the needs of clients.

Naiyana Sangvanich . (1997). Planning process and provincial health development administration. Nontaburi: Bureau of health policy and plan, Ministry of Public Health.

The importance weaknesses for the process of planning and provincial health development administration are found that the system of budget administration is not

facilitate to every level in provincial health administration. The implementation is not flexible and depend on budgeting. Health personal lack of skill and knowledge in planning process. And the strengths are : There are the structure of organizations who responsibility in implementation on planning process. Although the mechanism and system of planning process facilitate to implementation. From this study, the important suggestion is to empower the network of provincial health development planning, encourage to integrate plan and policy and health personal skill development in planning process.

Siriorn Khuntahut. (1996). Organization & Management. Bangkok: Tipayavisut.

The principle of organization arrangement is the sharity of job responsibilities which appropriate with each other as mention “Put the right man in the right job” or “Competent man for competent job”.

The unity of command is the good organizing that the personnel receive an order from only one boss, so we ought to adhere to a principle “One man one boss.”

Somyos Naweekarn. (1990). Management for excellence. Bangkok: Bunnakit.

SWOT analysis is a tool for policy maker to set up the appropriate strategies base on data from SWOT analysis which the organization can achieve the strategic successfully by utilize information from its strengths and opportunities and decrease its weaknesses and threats to lessly. SWOT analysis will be useful for many strategic planning. Firstly, SWOT analysis suggest the rational of conceptual frame for evaluate organization’s statement at present and in the future for administrators. Secondly, the administrators can design their alternative strategies appropriate with the situation base on SWOT analysis. Thirdly, steps of SWOT analysis will guide the administrators to know dynamics of internal and external change all time.

Stephen Robbins & Debu Mukerji. (1994). Managing Organisations: New challenges and perspectives. Prentice Hall of Australia Pty Ltd.

An organization is a systematic arrangement of people to accomplish some specific purpose. An organization is necessary to organize the efforts of people involved to meet performance, schedule and cost goals. Your college is an organization. So are the Sydney and Monash Universities, government departments, churches. These are all organizations because they all have three common characteristics. First, each has a distinct purpose. This purpose is typically expressed in terms of a goal or set of goals. Second, each is composed of people. Third, all organizations develop a systematic structure that defines and limits the behavior of its members. This would include, for example, creating rules and regulations, identifying some members as “bosses” and giving them authority over other members. The term of organization therefore refers to an entity with a distinct purpose, that includes people or members and has a systematic structure.