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# Approaches to Developing the Corporate Image for Schools Under the Bangkok Metropolitan Administration, Thailand

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## Abstract

*This study aimed to 1) examine the needs regarding the corporate image of schools under the Bangkok Metropolitan Administration (BMA) and 2) identify the approaches to developing the corporate image for BMA schools. A mixed-methods research approach was used and divided into two phases. Phase 1 examined corporate image needs using quantitative research. The sample consisted of 370 government teachers under the BMA, selected through multistage sampling. Data were analysed using descriptive statistics and the modified Priority Needs Index (PNI modified). Phase 2 identified approaches to developing the corporate image through semi-structured interviews with nine participants, including senior executives from the Department of Education, district education officers, school directors, and educational administration specialists. Content analysis was also used. The research findings revealed that 1) the overall needs regarding the corporate image of schools were at a high to the highest level, with services showing the highest need, followed by reputation, physical environment and atmosphere, and personnel, respectively; and 2) the approaches to developing the corporate image for schools were as follows: Reputation included Quality Education and Communication and Public Relations; Physical Environment and Atmosphere included Organizational Culture and Modern Facilities and Advanced Technology; Services included Excellence in Service; and Personnel included professional conduct and ethics and school leadership. Based on these findings, future research should investigate the implementation of corporate image development guidelines across different types of BMA schools, particularly accounting for differences in school size, district characteristics, and educational management models. Additionally, the long-term impact on efficiency and stakeholder satisfaction should be examined.*

**Keywords:** Corporate Image, Approaches to Developing, Educational Administration, Image Development, Thailand Education Policy, Mixed-methods Research

## Introduction

Currently, the world is in an era of disruptive change. Therefore, Thailand's development needs to review various contexts and factors to move toward sustainability in accordance with the 20-Year National Strategy (2018–2037) and Thailand 4.0 policy, which aim to enhance the country's competitiveness in the global economy. This is also consistent with the Sustainable Development Goals (SDGs), especially the goal of quality education, which aims to provide all people with equitable access to education and promote lifelong learning. The Thai education system is a key mechanism for developing the knowledge, skills, and competencies of the population, which constitute crucial human capital for national development and help keep up with global competition in the era of globalization. It also plays an essential role in addressing poverty, economic problems,