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## Creating new opportunity and overcoming challenge in promoting university network driven to asean community

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### Abstract

The purposes of this research were to study the University network in Thailand and the ASEAN University Network in term of good practice presentation to generate new opportunities and challenges for developing countries. The result will encourage university networks to drive the ASEAN Community. This research was conducted by analyzing from academic documents. These occur a good practice and interviewing specific samples. There were 2 processes of analyzing that are 1) Analysis of case studies from the University Network in Thailand and ASEAN University Network (AUN) in paradigm which is best network practices in operation. 2) Presenting good practices network operation which is analyzed to the process of development model for operation and management of Regional university network to driven into ASEAN community completely. The research will create the challenge of developing the region into the ASEAN community. Universities in the region should collaborate with University Engagement in areas to connect all mission of the university and other sectors of the regional. This result will impact on vary sectors such as social sector, communities, private sector and international to region changes. and creating new opportunities regional innovation to enhance the economic development in both countries and the region. Thus, in the operation and management of the university network in the region to be required sharing resources and coordinate cooperation between universities in multi-layer. The collaboration with other stakeholders as Multi-network will improve empowerment of members and working group especially The sub-groups of Cluster as Active thematic networks.

Keywords: ASEAN community, university engagement, regional change, regional innovation, active thematic networks.

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## 1. Introduction

Nowadays, the university engagement is the new concept of working together among university, many parts of social and regions to sustain development in country and region. The university engagement is the way to divide the job in accordance with division of labour, dividing roles and duties along with expertise and limitation of resources. So, sharing resources is one way to save cost and diminish the duplicate works.

As the globalization affects the Asian region also Thai which is one of stakeholder have to find the way to alive. Deane E. Neubauer (2012) said that globalization will make change among universities and lead to be regionalization to form new regionalization with the same policies in economics, social, and stability. Therefore, in Asean has raised the participation among universities in region (Knight, 2012). John N. Hawkins (2012) said it's the participation among member countries to be The South East Asian Ministers of Education Organization; SEAMEO) effectively drive and develop Intra-Regional Cooperation and Inter-Regional Cooperation. There are 2 types of Asean University Network (Lee, 2012) that are 1) Intergovernmental Initiative for example, SEAMEO, RIHED, AUN and 2) Nongovernmental Organization for example, ASAIHL and GMSARN.

In the same time, Network among Thai universities has been formed by using area approach divided into 9 networks by government. The another university network has been formed by active the thematic networks for example, Research University Network (RUN), Engagement Thailand (EnT), and Community Colleges Network (CCN).

From direction and trend of participating in university network is more important to potential the organization from the benefit of university network. This paper is studying about creating new opportunity and overcoming challenge in promoting university network driven to ASEAN community.

## 2. Conceptual Framework

The level of University Network (Molly, 2012). There are 3 levels of university network as follows:

1) Intergovernmental Initiative for example SEAMEO Regional Centre for Higher Education and Development : SEAMEO RIHED is formed by government via ministry of education in country members in South East Asian to help building effectiveness in planning policy administration and enhance cooperation among members in creating university network (2557) and ASEAN University Network (AUN) is formed from the policy of leaders in Asean that want the higher education is base for Asean Community (AC)

2) Nongovernmental Organizations for example, The Association of Southeast Asia Institutions of Higher Learning ; ASAIHL and Greater Mekong Sub-Regional Academic and Research : GMSARN

The approaches of university network in regional which has 3 approaches as the Figure 1.

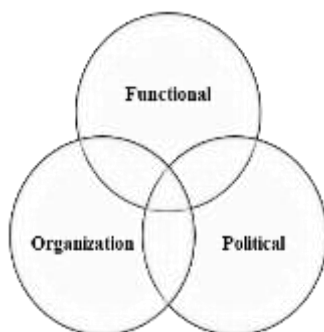


Figure 1. The approaches of university network in regional

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Three approaches of forming university network are :

1) Network as functional is the active thematic network in Asian universities such as AUN Southeast Asia Engineering Education Development Network : AUN/SEED-Net, AUN Intellectual Property Network : AUNIP, AUN Health Promotion Network: AUN-HPN ,and AUN University Social Responsibility & Sustainability : AUN-USR&S

2) Network as organization for example, SEAMEO Regional Centre for Higher Education and Development : SEAMEO RIHED, Asian University Network :AUN , and The Association of Southeast Asia Institutions of Higher Learning ; ASAIHL

3) Network as Political is the network is formed by the summit among the country such as APEC : and ASEAN+3, ASEAN+6, ASEAN+8

The settle up of ABC network by using area approach is divided into 9 university networks as government policy.

The ABC Network is including 1) central network (call as Network A) which create and transfer policies to region (9 networks) 2) region network (call as Network B)which is administration in their area and follow the central policy or transmit to network C and 3) issue network (call as Network C) which is under control of Network B as agenda based, issue based, or function based.

Community Colleges Network : CCN

The CCN is the organization to get into people in suburban and lack of education opportunity. The mission is to educate, research, academic service and support cultural. Moreover, CCN is also support life long learning to enhance people potential in community.

Asean University Network : AUN

The AUN is settled by Asian Economic Community (AEC) to be asean community in the south east asia region with 10 country members – Thai, Malaysia, Singapore, Indonesia, Brunei, The Phillipines, Myanmar, Cambodia Laos, and Vietnam. Now, the education reform in AEC becomes to SEAMEO, SEAMEO RIHED, and ASEAN. (Miki Sugimura, 2012) The structure of Asean University Network (AUN) is consist of 1) AUN Board of Trustee: AUN-BOT working with the policy 2) AUN Secretariat working in coordinate and supervise and finding outsource funds also. 3) AUN-members is the operation level which in 2014 has 30 university members in the same time AUN also has other alliance outside the region including China, Japan, and South Korea.

### 3. Objectives

- To study best practice in current conditions and progress of Thai University Network and Asean University Network
- To create new opportunity and overcoming challenge in promoting university network driven to ASEAN Community

### 4. Methodology

This research is derived data from synthesizing the academic documents in best practice of university network and in-depth interviewing which there are 2 steps of processing as follow.

Synthesizing case studies

The case studies is from Thailand and Asean University Network which are 9 networks of higher education network in Thailand by area approach as Commission of higher education Thailand and ASEAN University Network (AUN) by Content analysis approach.

The data from analysis best practices is use for develop into creating new opportunity and overcoming challenge in promoting university network driven to ASEAN Community. The data is

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gathering from Thailand University Network and ASEAN University Network including 1) The Professional from government, higher education expert, the representative from non-government organization and the representative of people 2) The administration of university network 3) The administrator of university.

## 5. Results

Studying best practice in current conditions and progress of Thai University Network and Asean University Network

Nowadays, the government has policy to promote creating university network in Thailand and region because higher education institution is the most important organization in driven ASEAN Community which has goal to complete in 2020 under 3 core pillars including 1) ASEAN Security Community : ASC 2) ASEAN Economic Community : AEC and 3) ASEAN Social – Cultural Community : ASCC

The best practices of Thailand University Network is driven from Commission of Higher Education in establishing participating network among higher education in Thailand by using area approach divided into 9 university networks along the government policy. There are structure and administration in higher education development network including project, activities from network A to network B then pass the project to network C which summarize into 6 clusters – research and innovation, academics, students affair, faculties development, information network management and community promote and development.

Another best practice in Thailand derived from Research University Network Thailand: RUN which is the network establishing from government policy to develop university research in Thailand to international to be the center of knowledge asset and innovation to develop country and regional dividing network into 6 clusters with 7 sub-clusters.

The best practice in Asean University Network : AUN which has 30 university members in Asean has working extensive in academic exchange, cultural and non academic exchange, training and capacity building, collaborative research, which the AUN support the collaboration among scholars, researchers, and professionals in ASEAN, systems and mechanism of higher education, AUN quality assurance : AUN – QA, ASEAN Credit Transfer System : ACTS, and policy dialogue.

The important issue is Thematic network in AUN-8 which has 8 universities in the sub-network as shown in table 1.

**Table 1. Thematic network in AUN-8 which has 8 universities in the sub-network**

Thematic network in AUN	Host University
1. AUN Southeast Asia Engineering Education Development Network :AUN/SEED-Net	Chulalongkorn University,Thailand
2 . ASEAN Graduate Business and Economics Programme Network : AGBEP	De La Salle University, Philippines
3. AUN Human Rights Education Network: AUN-HREN	Mahidol University,Thailand
4. Libraries of ASEAN University Network: AUNILO	universiti sains malaysia
5. ASEAN Credit Transfer System : AUN-ACTS	universitas Indonesia

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- 6. AUN Intellectual Property Network : AUNIP Chulalongkorn University,Thailand
- 7. AUN University Social Responsibility & Sustainability: AUN-USR&S universiti kebangsaan malaysia
- 8. AUN Healths Promotion Network: AUN-HPN Mahidol University,Thailand

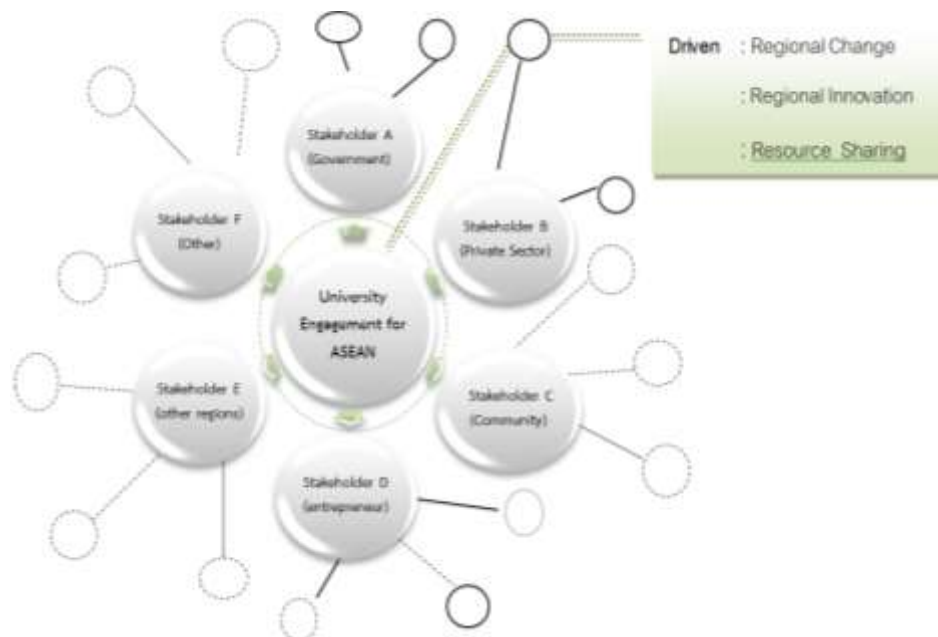
Sources: aunsec.org, August 2016

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From current conditions, there are 6 elements of region university network including :

- 1) Partnership and members
- 2) Objective and missions
- 3) Working group
- 4) Engagement and mutual benefit
- 5) Regional management
- 6) Stakeholder

University network under university engagement connects all core missions in university and also in government, private sector, community, entrepreneur, other regions, and others. As shown in Figure 2.



**Figure2. University network under university engagement Driven to ASEAN Community**

The university engagement is working together among social community corporate government international and higher education institution in area and community which make regional change

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bring social into peaceful and regional innovation to response social digital society in country and region.

Therefore, administration ASEAN university network with stakeholders need to integrate in every part especially resources sharing due to strength of resources in any area are vary. University network help university work together in multi-layered both in individual and university level and international level so on. The network divides works into cluster that make active thematic networks.

## 6. Conclusion

The problem of University Network both in Thailand and in region ASEAN is there are no enough budgets in university network even though there is the policy to serve university network. So, the cooperation among university network is just policy, and there are only few university from Thailand, Malaysia, Singapore, and Indonesia. Moreover, the structure of network is one success factor to drive university network.

The success factor of Asean university network is university engagement in cooperation with other sections along the success factors, as follows; 1) motive and goal 2) trust and commitment 3) relationships and the most important is 4) resource and management.

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