

Digital Leadership Model For Basic School Administration To Conform The Policy Of Thailand 4.0.

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- **Abstract:** This paper aims to present a model for assessing the digital leadership of Basic Education Institution's administrators in Thailand, which corresponds to the Thailand 4.0 policy; this is the government's policy aims to improve people's quality of life and the ability of Thai People to compete with foreign countries in the era of borderless communication and technological competition. In order to achieve this model, the researchers conducted the research by dividing this research into 3 phases: Phase 1) Analysis of Digital Leadership Components for Basic Education Administrators 2) Creating a model to developing digital leadership for basic education administrators 3) A model assessment. To assess the digital leadership of Basic Education Institution's administrators in Thailand as mentioned above, the research team selected 591 samples as administrators from medium-sized educational institutions in Buriram Province, then let the above population groups answer the questionnaire. The results of the questionnaire analysis revealed that, respondent is female (54.8%), age under 40 (44.5%), have a master's degree (51.9%), position is teacher (52.5%), work experience < 15 years (37.9%), 11-15 years of experience in using ICT (29.5%) and 100% using social media respectively. The digital leadership model consists of in six areas: vision leadership component; using technology in teaching; using digital technology in management studies; support and management of digital technology in education; using digital technology in measurement and evaluation and using digital technology in measurement and evaluation
- **Keywords:** digital leadership, technology, evaluation, ICT