

University – Community Business Continuity Management in Fostering Disaster – Resilient Community:

A Case of Thammasat University in Thai Flood 2011

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University – Community Business Continuity Management (U – CBCM) is a new concept developed in this dissertation aiming at fostering disaster resilient community. In the first chapter, guideline of U – CBCM has been drawn. In order for university to see whether it is qualified for U – CBCM or not, three requirements were developed which are: first, to assess university's potential and develop a program to, in the second requirement, estimate financial and social benefit possibility of a program and last to evaluate application possibility of U – CBCM. Following chapters, chapter two – four, are working according to conduct an empirical study of Thammasat University (TU), Thailand in preparing to apply for U – CBCM.

Chapter two shows how to develop U – CBCM program for TU under ten benchmarks to classify the criteria of disaster resilient community and analyzes on expected financial possibility from U - CBCM. There are four programs developed to achieve the goal of U – CBCM. Results show that if apply U – CBCM program will make profit than when not applying. Net present value shows 10,052,941 THB at 10% discount rate in the first year that disaster occurs. In addition, an analysis confirmed that all programs have fair insensitivity of uncertainties. Two out of four programs can remain unchanged until 40% of increasing cost and 40% of decreasing benefit.

Meanwhile, in chapter three, results show that majority of community is willing to pay less than 300 THB for every time they use evacuation service. Meaning is they prefer pre – paid system. Since, they are not sure if flood will come every year. This shows a very low awareness of importance of preparation. In addition, this dissertation found that high satisfaction that community has towards TU did not influences on community's interaction with TU.

In chapter four, ten program managers, who related to the management of TU evacuation center in 2011, have evaluated U – CBCM. Nine out of Ten program managers accepted the necessity of U – CBCM and strongly suggested to apply U – CBCM concerning that the concept is not costly both in term of money and time. Moreover, it is able to generate benefits to all beneficiaries. Program that related to disseminating evacuation information was put priority to be most applicable program to apply toward TU.

In the final chapter, chapter five is a conclusion chapter that contains a summary of the aspect as discussed in the previous chapters and some limitations that leads to the discussion of the possibly for further research is made. Last, policy implications for TU were drawn that are about; improving interaction among community and university, reduce university's flood losses and downsizing time, and promoting TU's present policy of one faculty one learning by doing program for community. This dissertation cannot finish without the conclusion state that TU is qualified to apply U – CBCM, seeing from the qualification of the first requirement and the second requirement, a part of financial benefits.